November 1984

presstime

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

How Some Of the Best Small Dailies Cover News

Newspaper Industry Tackles Ink-Rub-off Problem

Quick!

Name the 3 largest newspapers in the USA:

1. W_ _ _ S_ _ _ _ _ _ _ _ _ _ _ _ _ _

2. N_ _ _ _ _ _ _ _ _ _ _ _ _ _N_ _ _

3. U_ _ _ _ _ _ _Y

Hint:
#1 is 95 years old.
#2 is 65 years old.
#3 is 2 years old,
reaches an intelligent upscale audience,
offers beautiful color and superb reproduction to advertisers
and gives its 5 million readers more news in less time.

Source SMRB, 1984

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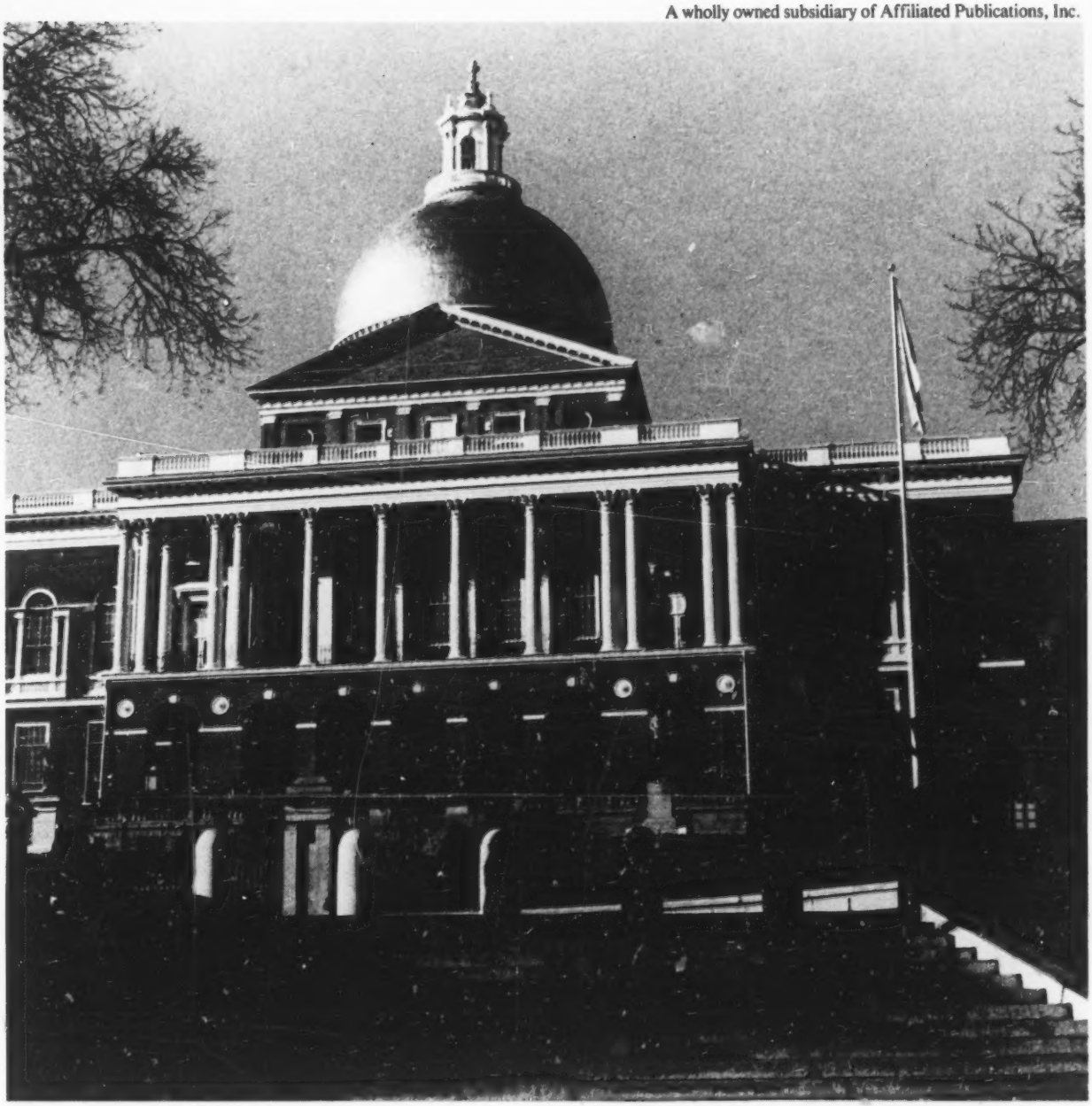

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Since 1798, the seat of Massachusetts government has always embodied the eclectic, iconoclastic and fiercely independent style that is Massachusetts. Designed by Charles Bulfinch, the State House is a vital place of work for the leadership that guides Massachusetts today. Boston, the State House and The Globe. It's a tradition we're proud to share.

The Boston Globe

KUDOS

Winner in design competitions of both *Graphis* and *Communication Arts* magazines

Family Weekly graphics attract more than a passing glance. Nine of our covers won awards, including a Silver Award of Distinctive Merit, in the Society of Publication Designers 1984 competition. And that's on top of recent honors from the New York Art Directors Club, the Society of Illustrators, *Graphis* and *Communication Arts* magazines.

In fact, in the past 12 months we've won a total of 28 major awards for design, art direction and illustration.

&

Family Weekly's commitment to editorial excellence continues to pay off. Family Weekly writers and contributors range as far and wide as the interests of the American family. And Family Weekly news articles and investigative reports regularly scoop other media. TV, radio, wire service and press pick-up proves it. Result: weekly "must" reading that has generated 20 consecutive years of solid circulation growth.

Family Weekly.
The Sunday that's full of surprises.

CLOUT

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INDEX VOLUME 6, NUMBER 11 NOVEMBER 1984

Special Report *Some smaller daily newspapers offer a superior editorial product. These papers are able to achieve editorial excellence without higher budgets, larger staffs or bigger newsholes. The secret of their success starts with a commitment to high journalistic standards, according to officials at 14 independent dailies of less-than-50,000 circulation. For some small daily and weekly newspapers, the reward has been the coveted Pulitzer Prize; for others it has been simply the pride and trust of readers. But for many smaller papers, excellence is elusive.* **16**

Art imitates a newspaper *Newspaper offset presses can produce original works of art. Just ask the two newspapers that did it.* **5**

Anti-smear tactics *Advancements in newspaper printing processes may bring a solution to the chronic problem of ink rubbing off onto readers' hands.* **6**

Newspaper museums *Newspaper history is preserved in several museums around the country, but the idea of a national museum lacks newspaper support.* **10**

Audit Bureau of Circulations *Created because of complaints about newspapers' circulation claims, ABC now is getting complaints from newspapers.* **12**

Telecommunications today *In the second of a three-part series, ANPA's Kathleen Criner and Jane Wilson examine changes in television and telephones.* **23**

The training boom *Programs to help newspaper employees grow in their jobs are experiencing unprecedented growth and acceptance.* **26**

Profile: M. David Keil *As president of the Audit Bureau of Circulations, he is in charge of managing the change taking place there.* **30**

Essay: Circulators *Joseph B. Forsee of the International Circulation Managers Association says circulation departments are finally getting respect.* **31**

Military coverage *Originally left out of the Pentagon's contingency press pool, newspapers are now seeking to be allotted three representatives.* **38**

Ratings comparisons *Simmons-Scarborough's plans to make television and radio audience data available to newspapers go awry.* **48**

Fill 'er up? *Scientists in Florida are looking into the possibility of turning old newspapers into fuel for automobiles.* **53**

Superior Small Dailies, p. 16
(Cover photo by M. C. Valada.)

Ink Rub-off, p. 6

Training, p. 26

Advertising	48	Employee relations	50	'Shoe'	39
ANPA calendar	59	Government affairs	32	Speeches	58
ANPA news	60	Letters	60	Technology	46
Chairman's corner	4	News-editorial	38	Telecommunications	36
Circulation	47	Newspaper business	56	Transportation	55
Education	40	Newsprint	53	World press	44

CHAIRMAN'S CORNER

250 years after Zenger case, licensing is still around

At the dawning of American history, the English monarch had the power to make or break a newspaper simply by granting or denying a *license*.

In 1734, John Peter Zenger learned about the government's power to silence with his attempt to publish a newspaper critical of the colonial governor. Zenger landed in jail, freed only because lawyer Andrew Hamilton succeeded in persuading a jury that criticizing the government was no crime.

The U.S. government has built its power upon the consent of a free people, augmented by a free press that informs, educates, and sometimes badgers and offends.

Richard J. V. Johnson

It has occasionally tried to use its power in imitation of its English forebears to silence those publications that offend, but as ANPA helped to establish when it went to the defense of Minnesota publisher Jay Near in 1930, such a use of power is rarely, if ever, permitted by the First Amendment.

Against such a constitutional backdrop, it has been surprising of late to watch the Securities and Exchange Commission trying to license or stop the publication of as many as four newsletters in the United States.

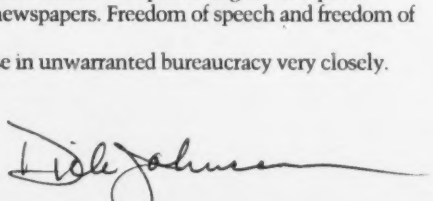
One such case is now pending before the U.S. Supreme Court. It will review the decision of the SEC, upheld by the 2nd U.S. Circuit Court of Appeals in New York, to halt the investment publications of Christophe Lowe. Similar cases are pending against other newsletter publishers who have not sought the SEC "publishing license."

Representatives from the SEC told ANPA's Government Affairs Committee this fall that the free press need not be inhibited by these actions because the agency seeks "only to require a license, not to control the content of the publications," and because newspapers and "bona fide" publications of general circulation are exempt. Several of our committee members were skeptical of this explanation. They pointed out that investment advice, directly or indirectly, is given by newspapers in their business pages every day in ways that seem strikingly similar to the market newsletters now being licensed by the government.

The principle of a free press sometimes rests in the activities of writers with whose sentiments we may not agree. Such certainly was the case in the defense of Near's Saturday Review, as author Fred Friendly has recalled. There are few threats to a free society so grave that the protection of that society calls for sacrifice of even a tiny bit of its freedom to speak.

It certainly is no answer for the SEC to claim to be protecting the free press simply because of the exemption for newspapers. Freedom of speech and freedom of the press are for everyone.

We will be monitoring this exercise in unwarranted bureaucracy very closely.



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LITHOGRAPHY LESSON

Treating readers to original art

BY PAUL KRUGLINSKI
presstime technical writer

Attwood (left) and Priede examine finished work.

For Art and Science cannot exist but in minutely organized Particulars.

Blake, who was both a writer and printer, would have appreciated the particularly well-orchestrated merging of art and technology that occurred recently in Olathe, Kan. The Daily News, in a highly unusual experiment for a newspaper, printed a color center spread of original artwork.

The experiment put a limited-edition lithographic print into the hands of every one of the paper's 8,640 subscribers.

The difference between what The Daily News did on May 20, and what hundreds of newspapers do every day, is this: The paper *produced* original art, not *reproduced* a screened version of it. Thus, under magnification, the art was crisp, lacking the characteristic dot pattern of color separations.

As far as can be determined, the use of an offset press in the production of original art is a distinction shared only by one other newspaper, The Miami Herald.

The Olathe project was the brainchild of Managing Editor Randy Attwood, who pursued the endeavor with an artist now living in Kansas, Zigmunds Priede. Essentially, Priede used a combination of photographic pictures along with images drawn with tusche—an oily liquid applied with a brush—to create his work on three blank offset plates.

The plates were then mounted on the newspaper's Goss Community offset press and run in double-truck fashion as part of the regular edition. The first the artist saw of his creation was when the papers started coming off the press.

The earlier project at the much larger Miami Herald involved having artist Robert Rauschenberg employ the same materials used in the production of the paper's Tropic Magazine to create an original work of art. Besides using process cameras, masks and other materials, Rauschenberg went so far as to mount the plates and turn on the press.

The Daily News' Attwood, an art history major in college, was unaware of the Herald's December 1979 experiment, yet his idea roughly paralleled that of Tropic's art director at the time, Leon Rosenblatt.

It was also pure coincidence that the art of both Priede and Rauschenberg would end up on newspaper presses, although the two artists once worked together.

Using offset technology to print works of art may be a relatively new phenomenon for newspapers, but it is natural when viewed in a historical context.

According to art historians, the practice of using oil and water on limestone to produce art was developed in the 19th century and made famous by French artist Honore Daumier. While artistic purists adhere to using Bavarian limestone and tusche or crayon to make lithographic prints, newspapers have taken the basic concepts of lithography and—with the help of automation, mechanization and chemistry—used them to mass produce their editions.

Thus the introduction of artists such as Priede and Rauschenberg into pressrooms is figuratively a homecoming for the genre.

Additionally, the original intent of early lithographers, some historians contend, was to create art in quantity—to reach as many people as possible.

Rauschenberg certainly succeeded in that way. His creation was delivered to more than 600,000 households on a Sunday morning five years ago.

"It was the largest production of an original work of art," says former Tropic Art Director Rosenblatt. "With traditional lithography, you really can't (produce more than) 500 to 1,000 prints."

Although there were many similarities between the Miami and Olathe endeavors—particularly in the artistic drive that inspired them both—there also were differences.

For instance, The Miami Herald hired an internationally renowned artist. Rauschenberg's work was produced with a heat-set offset press on special stock and with special inks, and it served as the cover for the Herald's Sunday magazine supplement. Given the marketing and promotional dimensions of the project, which became a media event, Rosenblatt says the paper realized benefits several times over the expense of doing it.

In contrast, Priede is known primarily only among other artists. His work was produced with a standard newspaper press running regular newsprint and standard primary colors, and it was tucked within the regular edition.

"We like to do things differently," says Attwood, explaining why The Daily News took on the project. But the reasons transcended a desire to be avant garde.

In an editorial at the time of the Olathe project, Attwood wrote: "Newspapers need to stretch themselves. They need to do the routine well but from time to time they need to challenge themselves and their readers."

Attwood says Priede donated his services and overall, the project "didn't cost that much."

"There are times when you say cost is not important," says Lloyd Ballhagen, president of Harris Enterprises Inc., the paper's corporate parent. "Once in a while, you do something special for the reader, and you don't cost-justify it. It was a gift." □

INK RUB OFF

BY PAUL KRUGLINSKI
presstime technical writer

As predictable as the rise and fall of skirt hemlines, certain publishing issues seem to go in cycles, ebbing and flowing in the collective consciousness of newspaper executives. The vogue item of late seems to be ink—in particular, the grimy problem of rub-off that constitutes one of readers' chronic complaints about newspapers.

Like an imposing neighbor, ink rub-off is a seemingly eternal problem that everyone in the business has known about but more or less tolerated.

After all, traditional letterpress and offset inks use oil as the vehicle to transfer the pigment—carbon for black ink—to the paper, and oil just doesn't dry. The results? Dirty hands and sometimes soiled clothing.

But now, the old resignation toward ink rub-off appears to be giving way to the attitude that the problem is solvable—that rub-off can be effectively rubbed out.

In part, this change in attitude may be attributed to the fact that the rub-off problem has been exacerbated in recent years by the trends toward offset printing, which often results in more rub-off than the letterpress process, and towards darker, more contrast printing, which generally requires laying down more ink.

Also helping to bring ink rub-off to the fore are these two factors:

- The recent fascination of newspapers with flexography, with its non-smearing, water-based inks
- The renewed commitment to quality that recently has permeated the newspaper business.

Against that background, rub-off has emerged as "pretty much an industry standard as the biggest problem in production," says Thomas Might, vice president/production of The Washington Post.

"It's become a big topic of conversation" among newspaper executives, says industry consultant Erwin Jaffe, a former ANPA technical researcher.

Difference of opinion. At its lowest level, the rub-off problem can be reduced to a difference of opinion between newspapers and ink manufacturers: Some newspaper people, with a hint of anger in their voices, charge that ink manufacturers are unwilling to produce the quality ink that newspapers want; the ink firms respond that newspapers are reluctant to pay the additional cost of better ink.

But Jaffe and most executives of both newspapers and ink companies agree that the situation isn't that simple.

For instance, each newspaper has different quality standards requiring different ink formulations. Add to that the varying qualities of newsprint and other materials, divergent printing and quality-assurance methods, and new developments in ink technology, and the matter of ink rub-off can easily become mired in a technological bog.

Of particular concern to George Cashau, ANPA director/technical research, is the decision many papers have made to print a denser (darker) image on whiter newsprint. "Everybody's trying for a blacker and blacker page and going to whiter paper," Cashau points out. "They're going for a higher density and greater contrast."

Reflective densitometers, the instruments used to measure ink lay-down, register pure white as 0.00 and pure black as 2.00. The threshold of perceived black is about .65, but it is not unusual to find newspapers now at densities ranging from 1.05 to 1.15. The problem with achieving such densities, according to Cashau, Jaffe and others, is that thicker ink layers require proportionally more oil and pigment for a given area, thus increasing the potential for rub-off.

"The biggest improvement with ink rub-off," Cashau says, "would be if newspapers go back to printing .95 to 1.0 densities."

John R. Rodney takes the middle road between the density extremes, striving for 1.05 as a reasonable median for optimal printing quality and minimal rub-off as well as minimal show-through (where the printed image is visible from the back side of a page). Rodney, production manager for the Guy Gannett Publishing Co. in Portland, Maine, says some newspapers "are printing lighter (densities) than they want" in order to minimize rub-off and show-through.

The alternative some ink makers propose is to use a higher-priced ink with proportionally more pigment [presstime, Aug. 1984, p. 54].

Without discounting the importance of ink and other materials, Jaffe says the lack of quality control at some newspapers contributes to the rub-off problem.

"The newspapers are not blameless," he says. "It's not a clean picture. I think more can be done in (newspapers') own operations than with the ink itself."

Both Jaffe and Rodney represent the school of newspaper thought that the ink makers can do little to improve oil-based ink quality, and whatever improvements can be made are not worth the added expense.

"The amount of improvement (in rub-off) is small compared to the cost difference," says Jaffe.

Rodney says he has compared better quality inks with standard ones, "but I

couldn't see the difference. As long as the ink is oil-based, you're not going to eliminate rub-off."

Many ink company researchers point to that attitude and the generally non-competitive newspaper markets as two reasons why better inks have a difficult time finding their way into pressrooms.

George S. Greene, director of news ink development at Sun Chemical Corp.'s General Printing Ink division, believes the issue of rub-off is essentially a matter of how a newspaper views its readership. He says many publishers apparently hold the opinion that "a daily newspaper reader will not change his reading habits" because he or she gets dirty hands from picking up the paper.

"When it comes down to nickels and pennies," Greene says, newspapers must decide whether "less rub-off will have a beneficial effect on sales."

Besides the cost factor, another matter that has to be addressed is the development of criteria for acceptable rub-off levels. ANPA is in preliminary discussions with ink companies and other vendors (of presses, plates, fountain solution, blankets, newsprint, etc.) on the feasibility of establishing such standards.

"Until we come to some kind of consensus on objective test procedures, it's going to be difficult to judge rub-off," says Bruce E. Blom, technical director of the Flint Ink Corp.

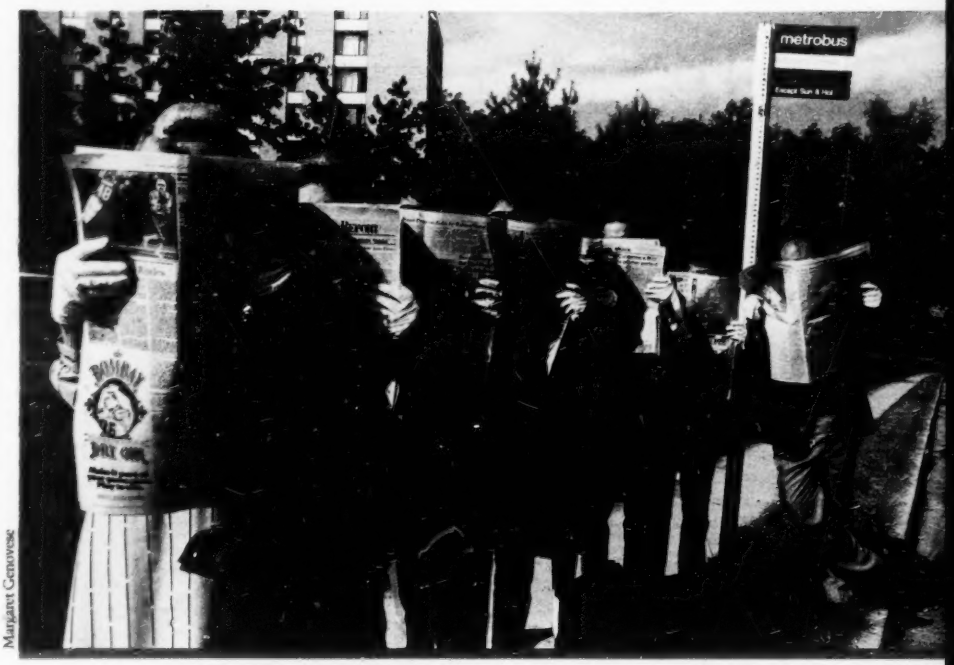
Blom and others say the delicate balance in ink formulations also inhibit development of better inks. By altering the formulations, Blom says, "the trade off may be too severe—and that's not necessarily with cost." For example, an additive intended to reduce rub-off might increase the problem of misting.

Testing new inks. Recent research activity centering on rub-off has resulted in some thawing of permafrost attitudes among the producers and the users of ink.

"The ink makers are getting the message that publishers are willing to pay for quality ink," says ANPA's Cashau, and cooperation between newspapers and ink companies seems to be on the rise.

Several ANPA-member papers are working with ink firms toward the development of better oil-based inks that are not cost-prohibitive. And the Association is pursuing its tests on non-petroleum-based ANPAINK™ for letterpress and offset presses [presstime, Oct. 1984, p. 57].

"The ink companies have assumed too long that we wouldn't pay for a better ink," says Charles R. Blevins, vice president/production of Gannett Co. "There are many of us who feel there is something that can be done about rub-off."



Margaret Genovese

The bus will arrive long before a more practical solution to the rub-off problem.

Blevins and others say the crux of the effort toward less rub-off is "perceivable improvement"—in other words, that which can be readily seen with the eyes.

"It's the ink companies' challenge to find a better ink at an acceptable price," says Blevins. "And the one that does will get the business."

Taking that cue, the four major ink manufacturers have been actively involved with several newspapers, among them The Baltimore Sun, The Washington Post and the St. Petersburg Times and Evening Independent.

"All the ink companies are once again addressing the problem of ink rub-off," says Sun Chemical's Greene.

One firm, J.M. Huber Corp., has manufactured a "no rub" offset black ink that is being tested at the St. Petersburg papers, according to Ralph J. Anderson, the papers' plant production manager.

Although Huber officials conceded the ink was expensive, Anderson elected to test it anyway.

The newspaper business is more quality conscious, and ending rub-off is part of that consciousness.

"The first test turned out very, very favorably," Anderson says.

While ink makers and other papers may prefer precise, objective measurements to determine rub-off, Anderson opted for a more conventional, subjective way: He flipped his way through the test pages, then examined his finger tips. "That's the acid test," he says, "because that's how the complaints originate."

The St. Petersburg papers are also testing a low rub-off offset ink produced by Flint Ink Co., Anderson reports, and the Huber and Flint inks will be tested against each other in the future.

The Baltimore Sun has been testing offset black inks made by Sun Chemical and United States Printing Ink for two years, and the results indicate that at least one ink "offers a significant (20 percent) improvement in rub-off without economic penalty," according to Louis J. Franconeri, vice president/operations. "But there's room for more improvement without economic penalty."

Meanwhile, the tests on ANPAINK conducted at The Washington Post from February to August indicated that it not only works but possesses benefits that were better than anticipated.

When ANPAINK was conceived, reduction of rub-off was not one of the primary objectives. Cashau notes that the ink project was inspired by the oil crisis in the 1970s, when it became clear to the Association's Board of Directors that an environmentally safe, non-petroleum-

based alternative to standard letterpress inks should be available.

Because the vehicle in ANPAINK can carry a proportionally greater amount of pigment, ANPA researchers suspected the ink would have better rub-off and set-off characteristics.

At the Post, while no objective testing was done on rub-off, the consensus among observers was that rub-off was no greater than, or even less than, that from standard letterpress black ink. Significantly, the pipe rollers leading to the folder from the unit that printed with ANPAINK collected no ink at all.

But there were some glitches in the tests.

"It took the commercial (ink) people a while to learn how to make it," Cashau says.

Two of the four batches prepared for the Post experiment had to be reprocessed—once because the pigment was ground too coarse, and once because the ink's viscosity was causing show-through.

Post executives also had some reservations about the ink's hue, but overall the participants termed the results a success.

"If we had to switch (inks)," says the Post's Might, "I see it as something that would work."

The next phase in the tests will consist of producing several small batches that will be combined in a 1,000-gallon lot, which will then be pumped out of barrels during a full-press run.

Also recently, Association researchers completed tests of the offset version of ANPAINK at The Newspaper Center in Reston, and field tests should be underway by the end of the year or early next year.

Preliminary results indicate the offset ink, too, possesses better rub-off characteristics than standard offset inks.

"The main thing we saw was better laydown and better transfer of ink," comments John Moynihan, the chief developer of ANPAINK.

Notwithstanding the moves toward improved inks, the short-term prospects for less rub-off are somewhat nebulous.

Some observers doubt whether there will be any immediate action to mass produce these new inks, because of the ink industry's conservative, price-sensitive nature.

The biggest unknown of all, of course, is whether flexographic printing will catch on in the newspaper industry [presstime, July 1984, p. 41].

Whether flexography ultimately eliminates rub-off, whether the ink makers market improved offset and letterpress inks, whether newspapers buy them—these questions are only for conjecture at this point.

What is certain is that the newspaper business is more quality conscious today, and the elimination of ink rub-off is part of that consciousness.

As John B. Lake, then the publisher of the St. Petersburg Times, told the ANPA Operations Management Conference & Exposition last year in Las Vegas, there will be an easy way to determine when the newspaper industry has achieved quality: "The day I get off an airplane (after reading several newspapers on board) and don't have to wash ink off my hands, I'll know we have arrived at it." □

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Newspaper Museums

There's no central display

BY CLARK NEWSOM
presstime staff writer

There are at least 14 displays of newspaper-related printing equipment and editorial memorabilia in North America. Two others are expected to open soon—an advertising museum in Portland, Ore., and a national printing museum in New England.

But there is no such thing as a "national newspaper museum," and there probably won't be. "I tend to think it's not a high priority item," says Otis Chandler, board chairman and editor-in-chief of Times Mirror Co. in Los Angeles. "The displays now are adequate. A lot of newspapers, including the Los Angeles Times, have their own displays."

William Davis Taylor, board chairman emeritus of The Boston Globe and ANPA chairman in 1972-74, who is working to establish the printing museum, says, "Support from newspapers has been very discouraging."

David L. Bennett, executive director of the Oregon Newspaper Publishers Association in Portland, who is serving on a steering committee for the advertising museum, says the museum has backing from "major corporations, numerous advertising agencies and trade associations across the country . . . but limited newspaper support."

"To our knowledge," says Andrew Hays, vice president/corporate relations for the Chicago-based Tribune Co., "no one's ever focused on the question" of why there is not a national museum that would encompass all elements of newspapering.

Occasionally, it has been suggested that ANPA establish a museum at The Newspaper Center in Reston, but Executive Vice President and General Manager Jerry W. Friedheim says space limitations preclude doing so.

Perhaps the closest thing to a national exhibit of printing and journalism in the United States can be found on the third floor of the Smithsonian Institution's National Museum of American History in Washington, D.C.: The Hall of Printing and Graphic Arts, which opened in 1972, and the adjacent Henry R. Luce Hall of News Reporting (covering print and broadcast media), which opened the next year. "Period rooms" include a newspaper shop, circa 1885.

"Lack of space is a chronic museum problem," notes Elizabeth M. Harris, the Smithsonian's curator of graphic arts. "You have to be selective."

In another federal government exhibit, the U.S. National Park Service Oct. 28 opened a shrine to freedom of the press and the Bill of Rights in Mount Vernon, N.Y. The St. Paul's National Historic Site embraces the former St. Paul's Episcopal Church and a one-time carriage house adjacent to the church. The 4,500-square-foot exhibit is housed within the latter building.

The buildings occupy the site of the village-green election that John Peter Zenger, publisher of the old New York Journal, alleged was a fraud. Charged with seditious libel against the British Crown, he was acquitted by a jury in 1735 after proving the truth of his printed accusations [presstime, Dec. 1980, p. 50].

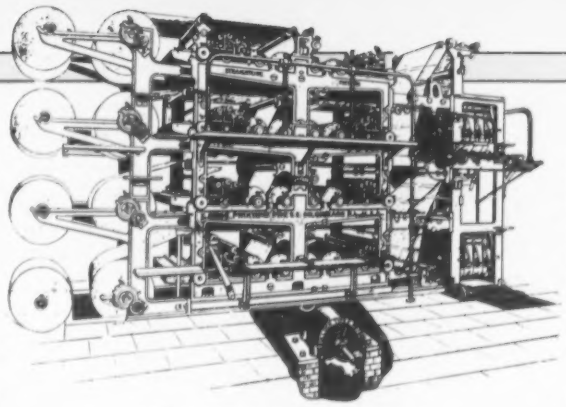
That landmark event in American history is commemorated in a series of dioramas at the new museum.

Originally, proponents of the aforementioned National Museum of Printing had proposed that it be situated within a national historic park of industrial development in Lowell, Mass. [presstime, Nov. 1982, p. 40].

However, the plan fell through, reports Robert L. Richter, president of the nonprofit Friends of the Museum of Printing Inc. and an assistant foreman in the composing room of The Boston Globe.

The tight-space situation cited by the Smithsonian's Harris was one of the problems encountered in Lowell. "After three

Pueblo Publisher Rawlings (left) and composing room foreman Ned Sutton display equipment.



1897 Goss press in Ottawa museum

years of negotiations (with the National Park Service), we found we were going to be put on the fourth floor," says Richter. "The collection has reached 270 tons of material"—much of it donated by newspapers—"in various locations in New England."

Richter says that Friends of the Museum, which has a membership of about 230, is currently exploring six site possibilities, including three in the Boston area. The National Museum of Printing could open as early as next spring "if we are extremely lucky," Richter says.

"Some fine institutions in Boston have looked favorably on it," says The Boston Globe's Taylor, who is co-chairman of the advisory board. He noted that it "would be a working setup" and "a history of the way we were printed."

In Canada, the outstanding current exhibit of newspaper equipment is in the National Museum of Science and Technology at Ottawa. The 1,000-square-foot display in the museum's Graphic Arts Division includes an 1897 straight-line, four-deck Goss press that was manufactured in Chicago and used by newspapers in Montreal, Edmonton and Medicine Hat, Alberta.

Curator D. Geoff Rider notes that most of the collection in Ottawa originated from newspapers rather than commercial printing establishments.

Lesser-known equipment displays. Besides these more ambitious museum undertakings, there are a number of lesser-known displays of equipment.

Three years ago, a Museum of Printing History opened in Houston. The 7,000-square-foot facility—a working, operational museum—attracted 3,624 visitors last year. And the display there will grow. "We have a warehouse of stuff that is not on exhibit yet," says Director Donald M. Piercy.

At least two of the equipment museums are sponsored by newspapers.

In the plant of the Pueblo (Colo.) Chieftain, a small museum is nearing completion. Publisher Robert H. Rawlings says he "got the idea" that a display of hot-metal equipment would be instructive not only for tour groups but for new employees.

The mini-museum includes, in addition to a restored Linotype machine, a lead melting pot, a "pig" mold, an Intertype machine used for ad setting, a teletypesetter from the late 1930s, a mat dryer, and a Ludlow typograph machine used to cast headlines or large ad type.

Rawlings observes that a Linotype is "much more interesting to look at" than a computer.

In 1982, The Orlando (Fla.) Sentinel contributed $21,000 toward a new wing for the Orange County Historical Museum and donated restored equipment to create what Public Relations Manager Hartwell B. Conklin calls "the total atmosphere of the way it was" in the newspaper's composing room—even down to coffee cups and memos—from the turn of the century until the last decade.

Two historically minded production employees "took it upon themselves" to restore 20 tons of equipment that had been destined for disposal, Conklin reports.

Among the other smaller museums, one is state-owned: the Oklahoma State Capital Publishing Museum in Guthrie, the former territorial capital. Its collection includes vintage presses and mainly Oklahoma newspapers from the early 1900s.

The privately owned Graphic Arts Museum of Maryland, the brainchild of fourth-generation printer Bruno Woemle, opened last year.

There are at least two museums on college campuses—the Shakespeare Press Museum at California Polytechnic State University in San Luis Obispo and the Ryther Printing Museum at the University of Kansas in Lawrence.

Non-production museums. In addition to the Luce Hall of News Reporting at the Smithsonian, there are several other displays reflecting non-production facets of the newspaper business.

In Chicago's Museum of Science and Industry, there is an exhibit funded by the Robert R. McCormick Charitable Trust called "Newspapers in America." The permanent exhibit features historic front pages and video testimonials by leading publishers about the newspaper industry. It opened four years ago [presstime, Dec. 1980, p. 50].

Earlier this year, The New York Times donated a Museum of the Printed Word to the Rochester Institute of Technology in New York state. The collection is administered by RIT's School of Printing.

Curator David P. Pankow says the collection includes what is supposedly the first contemporaneously reported news event: an account of a battle between Turks and Christians printed in book form in Germany in 1470. Also on display is a copy of the June 1, 1711, edition of The Daily Courant of London, which some say was the world's first daily newspaper.

"Preserving the history of editors and newspapers" in the three-state area of Texas, Oklahoma and New Mexico is the "main purpose" of the Southwest Journalism Historical Center at Texas Tech University in Lubbock, according to Harmon L. Morgan, associate chairman of the Department of Mass Communications.

The display includes an authentic doll of the "Yellow Kid," a child of the comics that originated during one of American journalism's most competitive eras—the late 19th century. That comic character gave rise to one of the profession's most enduring phrases—"yellow journalism."

The Museum of Cartoon Art in Rye Brook, N.Y., attracts more than 17,500 visitors a year, according to Manager Ashley E. Hunt. There are permanent and special exhibits drawn from the museum's collection of about 60,000 comics, editorial cartoons, magazine cartoons, caricatures, illustrations, comic books and animated cartoons.

What will probably be the first advertising museum in the world is scheduled to open next month in Portland. Materials for exhibits have been procured and will be displayed in a 6,000-square-foot space in an historic building that is being extensively remodeled.

The brainchild of the 800-plus-member Portland Advertising Federation, the exhibits will include print, broadcast and outdoor advertising.

Despite the limited financial support from newspapers cited by ONPA's Bennett, "Newspapers will be very prominent" in the display, says M.P. (Mick) Scott, past president of the federation and president of the museum.

There are also non-museum-related libraries housing significant collections of newspapers, the most prominent of which is the American Antiquarian Society in Worcester, Mass. The society has the largest collection of American newspapers published prior to 1820, including a newspaper published in Boston in 1704. The newspapers are shelved on six miles of climate-controlled stacks. The society was founded in 1812 by New England publisher Isaiah Thomas.

The Worcester collection is among those being cataloged by the federally funded United States Newspaper Project [presstime, Sept. 1984, p. 13]. □

Responding to change in the marketplace

BY C. DAVID RAMBO
presstime staff writer

As newspapers strive to meet increasing advertiser demands for more complete market coverage, they must deal with a particularly powerful force over which they have little control. That is the Audit Bureau of Circulations, the "tripartite" organization of advertisers, ad agencies and publishers that audits publications' paid circulation according to uniform, tightly controlled guidelines.

The non-profit audit bureau is the final authority on how many copies of a publication have been sold. And, of course, that is a key element in determining how attractive a publication is to advertisers.

But ABC has been criticized in some circles recently as tying the hands of publishers who want to move more aggressively in today's highly competitive environment.

At last year's annual ABC conference, for example, Gannett Co. Chairman Allen H. Neuharth laid out into the open some newspaper executives' disenchantment with the bureau. Calling ABC rules "archaic," Neuharth said the bureau should provide more data on demographics and readership to serve "smart publishers" who are "targeting people" and "not just numbers."

But another newspaper executive—and ABC board member—defends the scope of the organization's work. While the bureau must always consider any needed revisions, "Our mission is to audit paid circulation, and that's exactly what we do," says William C. Green Jr., vice president and general manager of The Birmingham News Co.

Another controversy has swirled around the question of how ABC should tabulate "bulk sales"—bundles of papers sold at a discount to a single customer, such as a hotel or an airline, which in turn distributes the copies free to customers.

Many large newspapers favor counting bulk sales as paid circulation, but some smaller ones that lack as many bulk-sales opportunities oppose the idea. They also maintain it could lead to fraudulent reporting.

The ABC Board of Directors in 1983 laid the issue to rest, at least for the time being, by voting to maintain half-century-old rules disallowing bulk sales as eligible for the paid category. Such sales continue to be reported separately.

But a number of other disputes involving the audit bureau continue to simmer.

Controversy over ABC operations is not new. Nor is it surprising. "Any time that you've got a policeman-type organization . . . you're going to have some friction," observes Fred W. Smith of Donrey Media Group, Las Vegas, whose term on the ABC board expired during the bureau's 1984 conference Oct. 30-Nov. 1 in Toronto.

The bureau's history. One of the earliest sources of strife over circulation auditing came in the basic reporting itself, even before ABC was founded. Many publishers refused to divulge circulation figures—or at least *accurate* figures.

Publishers in the late 1800s usually refused to give out circulation figures because they were "a trade secret," explains Charles O. Bennett, ABC vice president of communications and author of the 1965 book on the history of ABC, *Facts Without Opinion*.

Advertisers began to insist on being provided accurate circulation data, however, and publishers responded by releasing numbers, albeit not always factual ones.

In the early part of this century, the concept that advertising rates should be linked to circulation gained wider acceptance. And so in 1914, ABC was born, its mission to verify paid circulation of publications [presstime, April 1981, p. 41].

ABC "provided a common language of terms and clear definitions by which advertisers, advertising agents and publishers could converse with mutual understanding," Bennett wrote in his book.

There was, perhaps expectedly, some disharmony along the way. Arguments over auditing rules at one point even prompted ANPA to consider starting its own circulation auditing operation, but that never materialized.

Another early sore point involved ABC's auditing of more than a dozen allegedly free-circulation publications that one critic said amounted to "nothing more than house organs for advertisers," although others said they met a market need. The ABC membership subsequently changed bylaws not to allow free-circulation publications in membership.

Current issues. Today, the audit bureau faces some similar issues and an array of others. Among them:

- Should ABC verify publisher claims about distribution of free-circulation, total-market-coverage vehicles?
- Should ABC provide information on readership, local population and other audience data?
- Should ABC allow newspapers to promote the value of cents-off coupons contained in the same day's edition?
- Should ABC require mandatory auditing by ZIP code, as it has decided to do late next year?
- How should street sales be allocated in ZIP code auditing?

One reason the questions are not quickly answered is that opinion on them is divided even among publishers. To help establish a consensus, or at least measure the attitudes of newspaper executives, the

newspaper business last year formed a special committee to deal with ABC matters.

One of the first actions of that group, known as the ANPA/Newspaper Advertising Bureau-ABC Liaison Committee, was to issue a carefully worded statement saying ABC should take "an enhanced role" to assist newspapers and advertisers with the "dramatically changing marketing concepts" of the 1980s.

The committee said ABC should review "restrictions" on newspapers' circulation sales, pricing, distribution and promotion practices; create different auditing requirements for newspapers with sophisticated marketing practices and those operating on a simpler level; and use more computer technology to perform sophisticated audits.

The committee also has proposed a small-scale "field test" on the sales effect of promoting coupons the day of publication, and more generally it has served to focus greater publisher attention to ABC matters [*presstime*, Oct. 1984, p. 35].

One reason newspaper publishers have not been more enthusiastic about audit bureau matters is that their representation on the ABC board is relatively small. The board is composed of 18 advertiser and advertising agency representatives and 15 publication representatives, eight of whom are from newspapers.

Yet newspapers make up the largest segment of ABC membership. As of Aug. 31, the 4,910 members included 1,352 dailies, 505 non-dailies, 1,269 advertisers, 427 ad agencies, 535 magazines, 40 farm publications, 272 business publications and 510 "associate" members such as universities.

All pay annual membership fees. National advertisers pay $90 per year and regional advertisers pay $20. Agencies pay rates that vary from $100 to as much as $7,000, depending on their print-media billing.

Publications pay anywhere from $7.50 for small weeklies to $2,500 or $3,500 for large magazines. Publications also pay auditing fees of $40 per hour for field audits.

Audits are conducted at magazines and large dailies every year and at small dailies every other year. Weeklies may be audited annually, biennially or—if part of a group-wide audit—every four years.

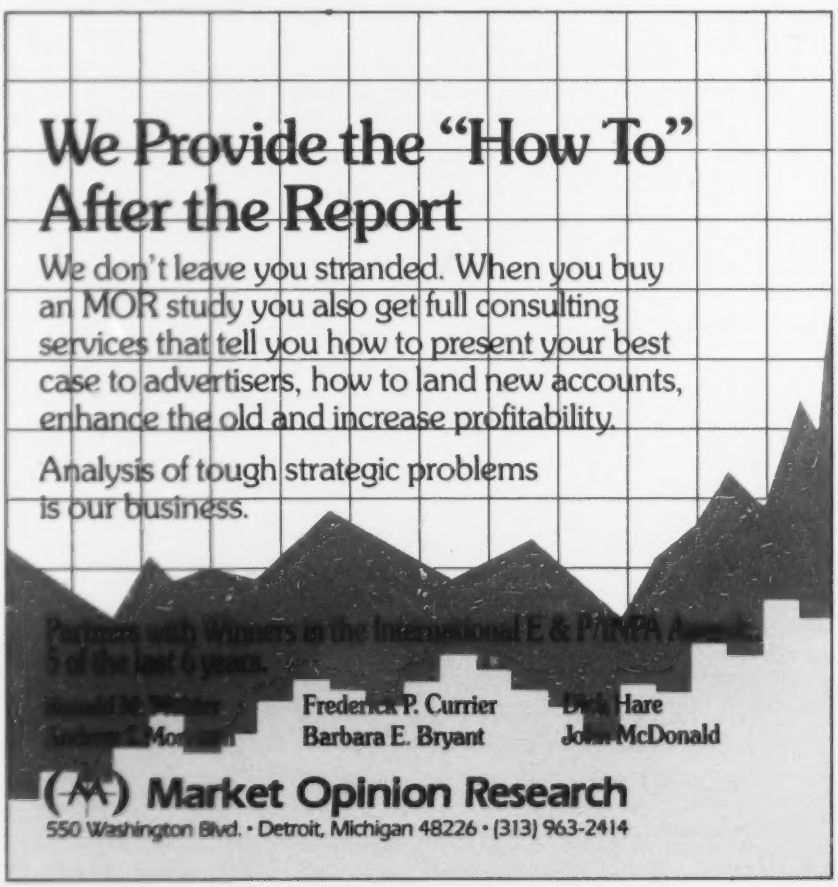
With an annual budget of $10.1 million, ABC employs 184 people, 92 of whom are auditors—80 in the field and the other 12 assigned permanently to the bureau's headquarters in the Chicago suburb of Schaumburg, Ill. The home-office auditors double-check work of their counterparts in the field, according to Bennett.

The staff is headed by M. David Keil, whose background includes advertising and marketing. (See profile, p. 30.)

Undoubtedly, as marketing issues continue to evolve, concern—even controversy—over ABC practices will continue. Bennett calls that "healthy. . . . It's an indication of the value that each of these three"—the tripartite arrangement of advertisers, ad rep firms and publishers—"place in ABC."

In Bennett's view, "The more controversy we have, the more input we have" from the three sides. □

Controversy about ABC *is not new. Nor is it surprising. "Any time that you've got a policeman-type organization . . . you're going to have some friction."*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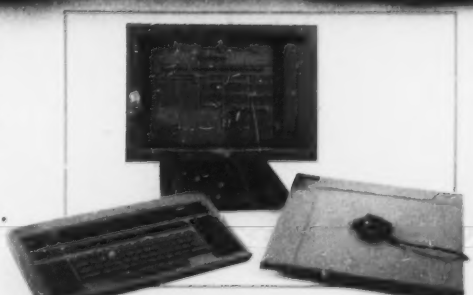

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Newspapers without large staffs and big budgets use innovation, imagination, teamwork to get results

Excellence in small dailies

BY C. DAVID RAMBO
presstime staff writer

(Editor's note: For this examination of how some small daily newspapers produce quality journalism, presstime polled editors, publishers, press association executives and journalism educators from across the country, subscribed for several weeks to many of the papers cited for their excellence, and interviewed leaders at many of those publications. The 14 papers mentioned in this article certainly do not comprise an all-inclusive list. The intent of this article is not to present a listing of "best" small dailies. Rather, it is meant to benefit all such papers (more than 80 percent of all U.S. dailies have less than 50,000 circulation) by showing how some of the better ones do their jobs.)

Like most small newspapers around the first of the year, The Natchez (Miss.) Democrat publishes articles on the "year in review," taking a look at major news events of the past 12 months.

But unlike most, the Democrat, a morning paper with circulation of 14,384, turned its 1983 review into a reporting challenge, "something really special," says Associate Publisher and Editor John Mathew.

Instead of just banging out rewrites of old clips, he says, the staff was assigned to develop in-depth, analytical pieces. Happenings were put into perspective. Quality of writing and editing was paramount.

The project—a broadsheet section called the "Progress" edition—evolved into a contest. Each piece was submitted to editors of another newspaper for evaluation. Writers of the best work received bonuses totaling $1,500.

In addition, Democrat Publisher Dolph Tillotson presented a special first-place prize: an expense-paid weekend in New Orleans.

This kind of attention to what is just a perfunctory chore for many newspapers may seem extravagant. But it is one reason the Democrat often is cited as among the better small dailies in editorial quality.

As such, the Democrat is one of more than a dozen independently owned or small-group dailies whose reputations for editorial excellence extend far beyond their limited circulation areas.

How do these top performers manage to offer superior news coverage despite their relatively small size?

Surprisingly, with some exceptions, the quality small dailies interviewed by presstime do not spend a lot more on their editorial product than the majority of small newspapers. The Inland Daily Press Association's Cost and Revenue Study for 1983 showed that for participating newspapers with circulations up to 50,000, the average news-editorial expense as a share of total operational expenses was 14.66 percent. The average for the newspapers interviewed for this article is slightly more than 15 percent, with the highest figure being 20 percent.

Also, the stellar small dailies do not have extraordinarily large staffs. An industry rule of thumb for average editorial force is 1 or 1.2 people per 1,000 circulation. Newspapers surveyed range from .7 to 1.4.

Nor do these dailies have above-average newsholes. The Inland study showed that for participating newspapers up to 50,000 circulation, the average space devoted to paid advertising was 46 percent of the total. For "news-editorial" space, it was about 52 percent, with unpaid advertising such as house ads accounting for about 2 percent. Most of the papers in the presstime survey are in the 50:50 to 55:45 percent range for the advertising/editorial ratio. The editors point out, however, that

their publishers do not hesitate to provide extra space for special occasions. For instance, when President Reagan visited the Missouri State Fair last summer, Publisher Jules Molenda of The Sedalia Democrat (evening, circulation 14,605), said, "Do whatever you need," according to Managing Editor Jane A. Turpin, and pages were added.

The quality small dailies do pay relatively high starting salaries for reporters. The median starting pay for 1983 journalism school graduates at dailies was $215 a week, according to the Dow Jones Newspaper Fund [presstime, Aug. 1984, p. 6]. All of the newspapers examined for this article pay above that except one, which has an entry-level base of $192 per week. Starting salaries of the other papers, some of which tend not to hire inexperienced people, range up to $300.

Moreover, all of the quality small dailies have set high journalistic standards and work hard to uphold them.

Defining "quality." How have those papers built a reputation among peers, journalism educators and press organizations for quality? It has been done cumulatively—in the day-to-day practice of providing professional, comprehensive coverage of their communities.

Each covers government extensively but writes about much more than just what happens at public meetings.

Each chronicles its community's everyday happenings, such as births, marriages and deaths.

Each tries to record the ever-subtle yet constant changes in the community's social fabric through "people" and "trend" features.

Most run process or spot color daily or at least on special occasions. In some cases, they are way ahead of major metropolitan newspapers on the color front, just as small papers led the industry in early use of offset printing.

These and many other factors lead to countless examples of journalistic enterprise. Typical of them are:

- A series of investigative pieces in The Berkshire Eagle (morning, 32,624) leading to charges of ethics violations filed by the Massachusetts Ethics Commission against the Norfolk County, Mass., treasurer. The commission charged that the public official improperly arranged mortgage loans for family members of the Berkshire County treasurer.
- A piece in The Anniston (Ala.) Star (evening, 30,461) on the Alabama Education Association, showing that AEA is the strongest lobby in the state—so strong, in fact, that people running for office have to "court" it if they hope to succeed.
- Hundreds of stories and photographs in The Daily News (evening, 26,225) of Longview, Wash., on the eruption of Mount St. Helens, leading to the Pulitzer Prize in 1981. (See stories, pp. 18 and 20.)
- Regular articles in the Lewiston (Idaho) Morning Tribune (24,445) on people with no particular claim to fame. The subjects are randomly selected from the names in the phone book. The pieces are written by the Tribune's "roving" reporter.
- Extensive coverage of an oil spill in the St. Lawrence River by the the Watertown (N.Y.) Daily Times (evening, 42,493), involving every newsroom staffer.
- Articles in the Rutland (Vt.) Herald (morning, 21,695) by Herald reporters who traveled with candidates for state office—an assignment not usually the province of small dailies but one typical for the Herald. It considers statewide coverage a crucial element of local coverage.
- A four-page, on-deadline special report on the 1984 Kentucky Derby produced by the Messenger-Inquirer (morning, 33,457), Owensboro, Ky. The report, used as a "wrapper" for the regular edition, included color photographs, news stories and features.
- The Oak Ridger (11,860, evening) of Oak Ridge, Tenn., sends correspondents to national political conventions as "kind of a perk" for staff members and as a service to readers.

The newsroom of The Natchez Democrat may be smaller than a metropolitan daily's, but the activity level matches that of any big-city paper.

Vyto Starinskas, Rutland Herald

Reporter Megan Price of the Rutland Herald chronicles public business at a meeting of the Rutland Board of Aldermen.

There are also countless examples of routine, thorough coverage that often goes unrecognized in discussions of major achievements. As Stan Felder, editor of the Prince George's Journal (morning, 38,524) of Lanham, Md., says: "We're always at the school board meetings. . . . We're always at the city council meetings—not just the controversial ones."

Editors responsible for this kind of work say they aim as high as their big-paper brethren.

"The professional standards here are no less than any large newspaper anywhere else in the country," adds Felder, whose career has included stints at The Washington Star and The Miami News.

"Quality has to do with state of mind, not with the size of your circulation," emphasizes The Anniston Star's managing editor, Chris Waddle, whose background also includes work at large dailies. "We don't think small."

Richard D. Smyser, editor of The Oak Ridger, says, "Local papers *can* think big and *should* think big."

Readers should be able to rely on the local paper as their one, good source of information, he adds.

Of course, despite the examples of "good" small-daily journalism, there are plenty of newspapers that seem to be mired in mediocrity. They are the ones that spend virtually all their time sitting in long and unproductive government meetings, and writing no stories outside those routine forums. They place little emphasis on quality writing, editing and packaging. Their decisions on how to proceed are based on the safe approach that "we've always done it that way."

"What is lacking at many papers is commitment, care, concern," says Tillotson of The Natchez Democrat.

"There are still a lot that come back (from a government meeting) and write up the minutes" instead of a news story, says Patrick J. McKeand, a newspaper consultant and director of the newspaper editing course at the Defense Information School, Fort Benjamin Harrison, Ind.

McKeand says he worked 12 years as managing editor of a small Indiana daily that needed improvement. He was unable to effect much change because of lack of support from higher-ups, he says.

"When I went there, it was a terrible newspaper. . . . The

Some programs tailored for community journalism

Even though newspapers of all sizes benefit from the many programs and seminars designed to improve journalism skills, there are events designed especially for smaller publications.

Among them:

- Programs of **ANPA**, including the ANPA Foundation seminar on "Research for Medium-to-Small Newspapers," Nov. 14-16 at The Newspaper Center. For more information, contact the Foundation or the ANPA Training Services Department at The Newspaper Center.
- Programs of the **American Press Institute**. The 1985 agenda includes seminars on "Management of the Weekly Newspaper," Jan. 27-Feb. 1; "Editing the Weekly Newspaper," April 21-26; "Executive Editors and Managing Editors" for papers with less than 50,000 circulation, May 12-22; "Management and Costs," less than 75,000 circulation, June 16-26; and "City Editors," under 75,000 circulation. Contact API, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-3611.
- Programs of the **National Newspaper Association**, membership of which consists of weeklies and small dailies. The association holds seminars in conjunction with state press associations. NNA also holds events geared toward small dailies and weeklies at its annual convention, next scheduled Sept. 18-21, 1985, in Minneapolis. It also operates a small-paper information "hotline" at (202) 466-7200. Contact NNA at 1627 K St. NW, Suite 400.
- Seminars of **Inland Daily Press Foundation**, with the 1985 agenda including "Conference for Small-Circulation Newspapers." A schedule for all Inland seminars next year will be available early this month. Contact Inland Daily Press Association, Suite 802 West, 840 N. Lake Shore Drive, Chicago, Ill. 60611; (312) 440-1230.
- Programs of the **Smaller Newspapers Committee**, Southern Newspaper Publishers Association. Contact SNPA at 6065 Barfield Road, Suite 222, Atlanta, Ga. 30328.
- The annual editorial conference of **Suburban Newspapers of America**, next scheduled April 9-12 at the Desert Inn in Las Vegas. Contact SNA, 111 E. Wacker Drive, Chicago, Ill. 60601; (312) 644-6610.

owners didn't care what was in it. When I left there 12 years later, it was still just another bad newspaper," McKeand says.

He and other sources make the point, though, that assessing the differences between a "good" and "bad" newspaper is a subjective process.

Opinions vary widely on design, use of color, mix of local and national stories on the front page, compartmentalizing copy, writing styles, and numerous other facets of editorial decision-making.

But there is universal agreement that the best newspapers are those with the mix of news and other information that fully serves the needs of their individual markets.

A telling factor may be how the papers keep pace with growth in their communities. The better ones will thrive, observers say, while the poorer ones may lag.

"Smaller papers have an absolute, distinct advantage in the 1980s," says Felder of the Prince George's Journal. They, not the metros, are the ones geared to covering local news most thoroughly in growth areas, he says.

Owner commitment. According to all editors surveyed by **presstime**, the efforts to put out an outstanding small newspaper—to really shine at covering the news—hinge on a key prerequisite: a supportive publisher, one who wants and demands a good editorial product.

These publishers, in turn, say their path to editorial success is blazed by top-notch editors who surround themselves with other talented journalists.

"In all these places, you have a publisher who has the wisdom to hire good people and give them freedom and the trust to act," says Mario Garcia, associate director of The Poynter Institute for Media Studies, St. Petersburg, and journalism professor at the University of South Florida and at Syracuse University.

He says that lacking such a high-echelon commitment, the staff often is "panic-stricken" and "won't make a move unless they get approval from five people above them. There's no progress in that system."

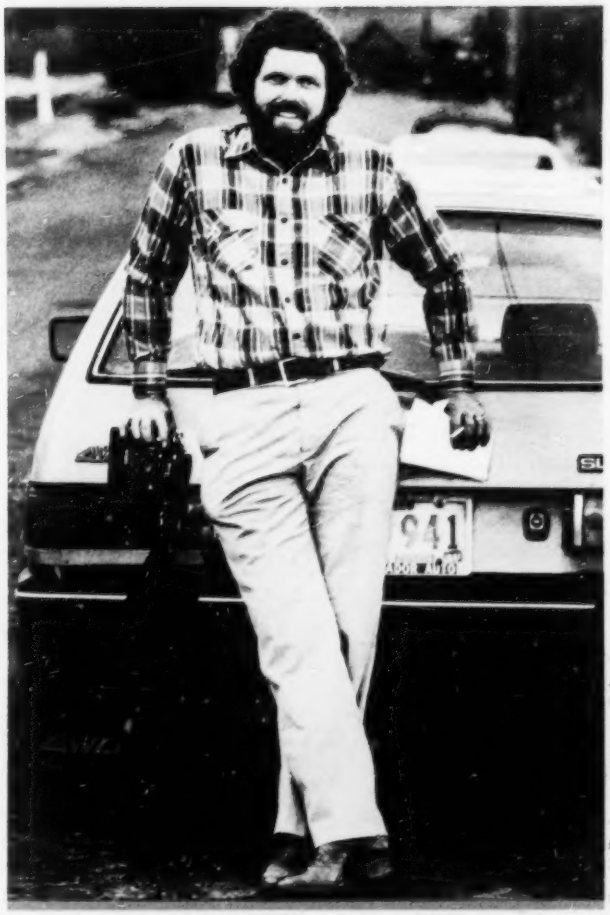
Perhaps an even more fundamental element in the formula for success is team effort. "You may have 15 people on a newspaper who don't have team spirit, and they produce as 15 individuals." Garcia explains. "But then you may have a group of three people who produce as a team." Proportionately, the smaller group produces much more and with higher quality.

A commitment to excellence leads to more than a newspaper that readers appreciate and enjoy. It also enables a newspaper to attract talented journalists who seek satisfying career opportunities.

An example of a person who found a home at a small daily is George F. Richardson, who joined the Wenatchee (Wash.) World (evening, 27,988), fresh out of college, in 1957. He has been managing editor for the past 10 years.

Pleasant, small-town environments such as that offered by Wenatchee also are found appealing by many journalists, including some who have made their mark in big-city newspapering. Robert E. L. Baker began his career at The Free Lance-Star of Fredericksburg, Va., in 1947. Four years later, he moved to The Washington Post. In 1976, after 25 years at the Post, he was offered an opportunity to return to scenic, historic Fredericksburg as managing editor, and did so.

However, the small daily that emphasizes editorial quality can find that turnover is a problem. Its newsroom can be perceived—both inside and outside the organization—as a "training ground" for up-and-coming journalists.



Greg Mellis, Lewiston Morning Tribune

David Johnson, the Lewiston Morning Tribune's "roving reporter," writes features on people normally out of the news.

Harriet M. Heithaus, managing editor of the Troy (Ohio) Daily News, illustrates the situation. She says the median age of her 13-person editorial staff is 24 or 25 and "invariably, they go on to bigger newspapers." At age 35, Heithaus is the "senior" staff member, she says.

"In three years, we have had three sports editors go," reports Mathew of The Natchez Democrat.

Dealing with turnover. But all the same, given the choice of second-rate journalists who quickly fade to deadwood, the editors say they prefer rising stars in the business, even for brief periods. Indiana consultant McKeand says editors should simply accept the fact that good people will move on. Having done that, he says the objective is to help them make the most of their brief tenure.

"Encourage them to learn, to build a portfolio," he recommends.

One way some newspapers combat turnover is, logically, to pay well. "We're not Guild, but the publisher wants to stay at Guild (pay levels) or above for this size daily," says Richardson of Wenatchee.

Fredericksburg's Baker also says his paper pays "fairly well. It enables us to select the people we want and then try and keep

"Local papers can think big and should think big." Readers should be able to rely on the local paper as their one, good source of information.

them happy."

Another way Baker tries to keep his staff happy is to "give them something to do above the average" as often as possible. For example, Free Lance-Star environmental reporter Larry Evans in late October was wrapping up the longest project he had ever undertaken, a special feature supplement on the Rappahannock River. Evans interviewed people the length of the river, from Fredericksburg to the Chesapeake Bay.

The Lewiston Tribune employs such a system, too. Every 10 weeks, each reporter gets one week off from routine beat coverage to work on a major piece, says Managing Editor Paul M. Emerson.

The diversion helps because, as Felder of the Journal in suburban Washington, D.C., points out, "Money isn't everything" to dedicated newspaper reporters and editors. "Our people compete head to head with The Washington Post, and they win. They can't do that anywhere else."

But when an ambitious young reporter or editor gives notice, replacing that staff member need not be a major problem. Daryl R. Moen, a newspaper consultant and chairman of the editorial department at the University of Missouri School of Journalism, says many good people are available if newspapers are willing to look beyond their immediate circulation area.

There are "a lot of good young people who'd like to go to a small paper for a couple of years rather than go to big-city journalism right away," he says. Starting-salary offers of as low as $225 a week will attract some students in the top 15 percent of their class, he says.

Cody Hall, executive editor of The Anniston Star, says it is important to have a good mix of recruits, some from the local community and some from nationally prominent schools. The Star has recruited nationally for 20 years, he explains, in addition to regularly hiring local residents.

Some smaller newspapers, such as The Daily News of Longview emulate many metro dailies by having a policy of not

Small papers win their share of Pulitzers, too

A number of small dailies and weeklies have received the Pulitzer Prize since that competition's founding in 1917 to honor outstanding achievement in American journalism, letters and music.

The following 15 are newspapers of less than 50,000 circulation that won the prize within the last 15 years.

For **meritorious public service**:

- The Anchorage (Alaska) Daily News in 1976 for "its disclosures of the impact and influence of the Teamsters Union on Alaska's economy and politics."
- The Lufkin (Texas) News in 1977 for "an obituary of a local man who died in Marine training camp, which grew into an investigation of that death and a fundamental reform in the recruiting and training practices of the United States Marine Corps."
- Point Reyes (Calif.) Light, a weekly, in 1979 for its investigation of Synanon.

For **general spot news reporting**:

- The staff of the Xenia (Ohio) Daily Gazette in 1975 for its coverage, "under enormous difficulties, of the tornado that wrecked the city on April 3, 1974."
- The Longview (Wash.) Daily News in 1981 for its coverage of the Mount St. Helens volcano eruption.

For **local investigative specialized reporting**:

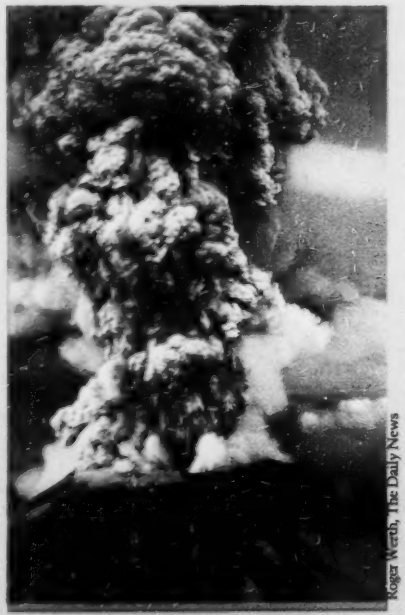
- The Sun Newspapers of Omaha, Neb., a group of weeklies, in 1973 for "uncovering the large financial resources of Boys Town, Neb., leading to reforms in this charitable organization's solicitation and use of funds contributed by the public."
- Anthony R. Dolan of The Advocate, Stamford, Conn., in 1978 for a series on municipal corruption.
- Gilbert M. Gaul and Elliot G. Jaspin of the Pottsville (Pa.) Republican in 1979 for stories "on the destruction of the Blue Coal Company by men with ties to organized crime."

For **editorials**:

- Paul Greenberg of the Pine Bluff (Ark.) Commercial in 1969 for editorials the previous year.
- Horance G. Davis Jr. of the Gainesville (Fla.) Sun in 1971 for his editorials "in support of the peaceful desegregation of Florida's schools."
- John Strohmeyer of the Bethlehem (Pa.) Globe-Times in 1972 for his "editorial campaign to reduce racial tensions in Bethlehem."
- Roger B. Linscott of The Berkshire Eagle, Pittsfield, Mass., in 1973 for editorials the previous year.
- The Georgia Gazette of Savannah, a weekly, in 1984 for a series of editorials on various local and state matters.

For **spot news photography**:

- John Paul Filo of the Valley Daily News and Daily Dispatch of Tarentum and New Kensington, Pa., in 1971 for coverage of the Kent State University killings in May 1970.
- Thomas J. Kelly III of The Pottstown (Pa.) Mercury in 1979 for a series called "Tragedy on Sanatoga Road."



Roger Werth, The Daily News

The Daily News, Longview, Wash., received the prize for its Mount St. Helens coverage.

hiring raw beginners. "People tend to get off to a faster start if they've had some experience elsewhere," says Managing Editor Robert B. Gaston. The News does extensive background checks on prospective employees, including calling news sources about whom the applicants have written.

Manpower questions. There is a limit on how many staff members newspapers can afford to employ, of course, and Managing Editor Waddle of The Anniston Star observes that "there are never enough people to do things conveniently," regardless of a paper's size. But some editors say the question is an especially critical one for small dailies where every single person can play significant roles.

The better small dailies seem to pay particular attention to the question of how best to use the few people on staff. This goes beyond having reporters do double duty as photographers—a common practice at many small papers.

The Sedalia Democrat, for example, assigned stories to all staff members in planning for coverage of Reagan's Missouri State Fair visit. Assignments were made according to each individual's particular writing strengths. Features were written by those adept at light-and-breezy journalism; harder news stories were handled by the staff members more agile in that area, says Managing Editor Turpin.

On a day-to-day basis, the question of how to allocate resources comes up frequently in terms of the logistics of covering local government.

One factor in determining how many lower-level meetings to cover is the degree to which a newspaper wants to be considered the "paper of record" in its circulation area. That is, it must decide how much detail it wants to provide about local government, births, deaths and other public-record-type information.

The dailies interviewed are divided on this issue. While they all strive to provide thorough coverage of government meetings, they do not attend every public meeting in every town 60 miles away. Instead, they scramble after-the-fact to pick up on important business they did not witness.

A common way to do that is to call the town clerk and other government officials after the meeting, and to read minutes.

The Berkshire Eagle (morning, 32,624) of Pittsfield, Mass., goes to the trouble of also contacting individuals with business before governing bodies.

Managing Editor Heithaus of the Troy Daily News says one way she gets a handle on what is important before the various public bodies is to attend meetings herself as an observer. "Just showing up, just to see what's going on, really provides a different perspective" than never leaving the office, she says.

Once they have caught up with what happened, many of the small dailies do brief items on highlights. For example, the Messenger-Inquirer of Owensboro, in an attempt to give readers a quick-scan rundown, publishes "digests" of meetings. They consist of one-sentence, "nuts and bolts" bullet items, explains Executive Editor Rob Schorman. Such pieces are "one way that we kind of backstop ourselves" when staff members do not cover events in person, he adds.

The editorial mix. Questions of coverage extend far beyond determining how—or if—one beat reporter will cover 15 town commissions.

"It is a matter of knowing that the menu for our readers is not just the rote happenings of the community," explains Baker of The Free Lance-Star.

For instance, Baker says 18,000 people from the Fredericksburg area commute 50 miles north to Washington, D.C., where they hold a variety of government and private-sector jobs. "Our menu has to satisfy them, too," he says, by including coverage of such topics as transportation and federal employee issues.

Of course, despite the examples of "good" small-daily journalism, there are plenty of newspapers that seem to be mired in mediocrity.

The Free Lance-Star also has sent reporters and photographers to Washington to cover special events, such as the visit of Pope John Paul II.

Most newspapers do not have the Nation's Capital within driving distance. But some small dailies nonetheless try to localize political and other Washington coverage. The Anniston Star and two other papers, for instance, put together a "consortium" and hired States News Service of Washington to provide tailored reporting from the Capital.

Most of the time, of course, newspapers cover national and international news by running wire copy. Although few of the papers examined subscribe to both the Associated Press and United Press International, most do buy at least one supplemental news service in addition to AP or UPI. This enables a paper to offer readers a more comprehensive report on international, national and regional events.

The majority of the 50,000-and-under dailies interviewed present on page one a mix of staff-written local news and wire-service-provided national and international news. "Sixty percent of our readers don't get another newspaper, so we have an obligation, we feel, to have the top of the national and international news" displayed prominently, says Baker.

Owensboro's Schorman is adamant on this point. "This theory that we give them only local news is OK, but in some ways it is self-defeating," he says. It is, in effect, "just telling people to go look somewhere else for what's happening in the news."

In some cases, small dailies feel they have no choice but to let people look elsewhere. The Prince George's Journal could not begin to cover national and international events as well as The Washington Post, even with an arsenal of wire material. As a result, the paper runs very little of it while intensely covering local news—often beating the Post in breaking local news. "You've got to satisfy needs of the readers," says Publisher Geoffrey Edwards.

Although staff-generated copy usually occupies the bulk of the newshole devoted to features, many of the small dailies take from the wires when they are short of features or when there is a particularly good wire piece.

The Free Lance-Star also uses wire material to help fulfill its goal of running on the front page every day an easy-read brightener in the form of "a positive or achievement story," according to Baker. If there is no local piece that fills the bill, editors will choose a story or photo from the wires.

Many of the small dailies anchor wire copy used on inside pages by compartmentalizing—world news, national news, regional news, etc.—although there are some good ones that

A commitment to excellence also enables a newspaper to attract talented journalists who seek satisfying career opportunities.

prefer not to employ this technique. The Wenatchee World, for example, runs Associated Press stories throughout the paper with no consolidation except for some world and regional briefs, says Managing Editor Richardson. He says the editors see no reason to change the current manner of playing wire stories.

One newspaper, the Watertown Daily Times, runs no local copy on the front page, although it considers itself to be very aggressive in the reporting of local news. The top local news of the day appears on the back page. "Everybody up here reads the paper from the back," says Managing Editor John B. Johnson Jr. So all page-one material is wire copy except for teasers in the "ears."

"Our readers are so ingrained here, we're afraid they might miss" a big local story if it ran on page one, he adds. "It's unusual, no question about it."

While Watertown has refrained from major changes in its appearance, many of the other superior small dailies have spiffed up their look of late—more color, more charts, more maps—in short, more of the things being done by USA Today.

Among other efforts to maintain and improve quality, Publisher Tillotson of The Natchez Democrat says he communicates "regularly (with all of the staff) about what's good and not so good about the paper." Early each morning he critiques the day's edition by marking up a copy with a red grease pencil. The paper then is posted on a bulletin board.

His daily involvement as an in-house critic demonstrates that kind of commitment-from-the-top that is an essential ingredient in any newspaper's striving for quality.

Tillotson's subordinates view it that way. They see the marked-up paper not as an exercise in nit-picking but as reassurance that the entire organization is committed to excellence.

It's like a fever that sweeps across the newsrooms of the better small dailies. "I think our key is that we expect high productivity out of everybody on our staff" and get it, says Associate Publisher and Editor Mathew. "People on our staff really thrive on the big story." □

Rising to the challenge of a hometown disaster

When a local family perishes in a house fire, or a tank car loaded with chemicals derails downtown, or a jetliner plunges to earth in a nearby forest, a newspaper springs into action. Reporters, photographers and editors must be mobilized quickly to assure thorough coverage in the next several editions.

This is true at newspapers of all sizes, but the challenge of covering a disaster is greatest at smaller ones.

There was only a skeleton crew in the newsroom of The Anniston Star on a Saturday evening last December when word arrived that a tornado had struck a shopping center in Oxford, Ala., about two miles away.

The editor on duty, Associate Metro Editor Basil D. Penny, had only two reporters at his disposal, along with several people on the copy desk. He called in as many editors, reporters, photographers and stringers as he could reach. Communications were hampered because phone lines were down in some parts of the area. "We had people come in knowing we couldn't reach them," he says.

People were sent to the scene and to the local hospital emergency room, where one of the Star's copy editors was being treated for injuries.

The next morning's edition devoted three and a quarter pages—including the entire front page—to the tornado that killed two people, injured dozens more and caused property damage in the millions of dollars.

The coverage requirements prompted Penny and Executive Editor Cody Hall to increase the size of the paper from 40 scheduled pages to 44.

For technical reasons, that required cancellation of process color in the edition, something the sports department fought because it planned to run color from the big collegiate football game that day between intrastate rivals Alabama and Auburn.

Penny says nearly the entire 42-person staff came in Sunday to produce an eight-page broadsheet section on the tornado. The project included a full recounting of the incident, updates on who was injured and interviews with weather forecasters.

The Star and the other small dailies interviewed by **presstime** for the accompanying special report do not have a disaster-coverage plan in writing, no matter how desirable that might be. However, the leadership at each of those papers has pondered how to cover the big story that develops suddenly, unexpectedly.

"You just react with your instinct, I think," observes Managing Editor Robert B. Gaston of The Daily News in Longview, Wash.

Fifteen minutes after it learned of the Mount St. Helens eruption in May 1980, The Daily News had a photographer airborne to get aerial shots.

Reporters were also dispatched speedily to "spots we knew would be hard-hit," Gaston says.

The day after the initial eruption, the paper carried 45 stories on the cataclysmic event, and during the next month, the full news staff put in 70-to-80-hour weeks. Over the course of the year following the eruption, The Daily News published more than 2,000 stories and 500 photographs about it. Many of the stories and photos were prepared by a specially constituted "volcano team" of at least three and sometimes six people working full-time on the story. They covered everything from "the homeless people" to "the mess," Gaston says.

"The magnitude (of the work) was overwhelming," he adds. The Daily News was honored for its efforts with a Pulitzer Prize.

One newspaper that has considered establishing guidelines for disaster coverage is The Wenatchee (Wash.) World. "I think we probably would benefit by that," says Managing Editor George F. Richardson. "We have five or six major dams in our area, including Grand Coulee Dam, and they lend themselves to disaster."

New-technology players jockey for position

BY KATHLEEN CRINER
and JANE WILSON

(Editor's note: This article, the second of three, looks at the evolution of various electronic technologies in the communications industry. Part one of the series, a historical overview, was published in last month's issue. Part three, discussing how newspapers have responded to converging communications technologies, will appear next month.

The telecommunications industry today is messy, perplexing and exciting, where fortunes are being spent, made and lost. With regulatory barriers crumbling and new technologies waiting in the laboratories, ripe for use, companies are rushing to the marketplace, jostling for share—and fighting for survival.

In this atmosphere, all segments of the industry are struggling to develop new telecommunications applications and software. Meanwhile, the high cost of entry into the marketplace has spurred a wave of mergers, acquisitions and joint ventures. And Congress, the Federal Communications Commission and the courts continue to play a major role in opening new markets while restructuring or limiting competition in others.

Hence, planning a new telecommunications business is fraught with risk. To better understand the problems and challenges newspapers face when launching their own ventures, it's useful to examine how other segments of the communications industry are faring.

Two developments in particular seem worth following: the scramble for television viewers in the video marketplace, and the divestiture and diversification of the telephone industry.

Both developments have important consequences for newspapers. For example, the competition for TV viewers may spur increased competition for newspaper readers and ad dollars. On the other hand, a fragmented video audience could work to newspapers' advantage. At a minimum, understanding the problems in the video market can help newspapers launch a cable-TV service or low-power TV station.

Similarly, divestiture means newspapers now will be able to choose from a host of new communications products and services. But it also means they will have to spend more time and resources selecting those products and containing communications costs. And while it's clear that the information-provider role of AT&T and the spun-off Bell operating companies is limited, it's just as clear that they're aggressively pursuing entry into every facet of the business that is open to them.

Scrambling for TV viewers. Since the mid 1970s, a series of technological breakthroughs and deregulatory decisions has produced an alphabet soup of new video distribution systems—and a veritable glut of new channels.

For the average TV viewer, though, that so-called "glut" must seem more hypothetical than real. After all, most LPTV, DBS (direct broadcast satellite) and MDS (multi-point distribution system) projects are still on the drawing boards. Moreover, we suspect that in the years ahead, as these ventures roll out, the "channel glut" will remain an illusion because most of these companies plan to carry only the "alternative programming" that's already available: cable's now familiar mix of movies, sports and news. In other words, today's programming shortage will grow more acute and more apparent.

The consequences of that shortage are already visible. Publisher Rupert Murdoch, for example, abandoned his planned DBS venture when he failed to acquire Warner Communications—and the rights to its massive film library.

But the effects may be most obvious in the cable industry. Although cable systems now pass two-thirds of all homes and can choose among dozens of national, satellite-delivered programming services, penetration remains stuck at 55 percent in most local systems, and many operators are fighting disconnect—or "churn"—rates that can run as high as 40 percent each year.

Several factors contribute to cable's problems, but programming is certainly a major one. All too often, customers sign up for a full plate of video alternatives and are served instead a bland rehash of obscure, tape-delayed sporting events and endless repeats of old movies.

While an abundance of programming could help all the video competitors, prospects for it are poor, given the exorbitant costs of video production and what communications analyst Paul Bortz calls "that sobering cable arithmetic."

Just a few years ago, cable programming was expected to develop like magazines. In other words, cable operators, with dozens of channels, would "narrowcast" and provide program services targeted to viewers' special interests.

But as Bortz notes, a magazine's editorial product usually comprises only 20 to 30 percent of its total operating costs, whereas "editorial costs of well-produced video can easily be 90 percent of total costs." Total production costs for an hour of standard network programming average about $700,000.

Given these steep costs, cable's fragmented audience and the problems in measuring it—after years of work, A. C. Nielsen still tracks only six of the 60 national satellite services—a programmer must be extraordinarily successful to pull enough viewers to generate sufficient advertiser or subscriber revenue.

Few survivors. The list of companies that have failed to survive the programming shakeout is growing longer, despite the fact that many of them were seasoned "blue chip" programmers, such as CBS, ABC, Group W and RCA. Even more surprising, many had banded together to launch a joint venture or to attempt to keep one afloat.

Although the development of DBS, LPTV, multi-channel MDS outlets and video casette recorders may provide larger audiences for some program ventures in the years ahead, we agree with Bortz: Ulti-

Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.

mately, only five or six national services will survive.

Higher-than-anticipated costs have been shrinking other parts of the video distribution business, too. For example, several major cable companies—wrestling with high capital expenditures—have laid off employees, withdrawn from big-city franchise bids, scaled back existing franchises, and sold or swapped systems to achieve geographical consolidation and the concomitant economies of scale. Faced with $400 million in start-up costs, RCA, Western Union and CBS have scrapped their plans for DBS.

Regulatory delays could handicap multi-channel MDS as they have low-power TV. And some of the new video distribution systems may have markets that are inherently limited. This seems especially true of LPTV and DBS, which probably will be confined to rural markets lacking cable systems. Even the amazing growth rates of VCRs could slow unless manufacturers drastically reduce prices or reach new demographic groups.

In short, the channel glut may shrink dramatically because of high costs, fragmented audiences, regulatory barriers and unexpectedly small markets.

Finally, two wild cards may exacerbate today's consolidation. Increasing VCR penetration and the popularity of armchair "zapping" of TV commercials [presstime, Oct. 1984, p. 11] could pose a serious challenge to all advertiser-supported video services. And as the long list of failed ventures continues to grow, there is corresponding growth in the "chilling effect" of these failures on the industry.

Divestiture's aftermath. Breaking up is hard to do—especially after 50 years of monopoly telephone service. Ten months after the divestiture of AT&T, one thing is clear: The days when a single company controlled 90 percent of the telephone market are over. Also, the divestiture-inspired cut-throat competition, delays in installations, rising costs and shifting regulatory ground rules are leaving consumers and businesses alike wondering how they'll cope.

But despite these problems, there is some good news: We are beginning to see the emergence of the blueprint of a more sophisticated and efficient telecommunications network.

For its part, AT&T has proven to be a tougher and better competitor than expected, although its debut Jan. 1 was far from auspicious.

Stepping forth without the familiar Bell logo, the company announced that earnings fell 18 percent in 1983, reflecting a

Divestiture paved way for AT&T's diversification into the computer marketplace.

$5.5-billion write-down of divestiture expenses. In the meantime, however, AT&T had moved aggressively to develop three new major markets, including one of special interest to newspapers: electronic information services.

Although barred by terms of the divestiture from offering—for seven years—an information service over its own lines, AT&T is clearly trying to establish a major presence in this new market. When the prohibition is lifted, AT&T will be ready to roll, if it so chooses.

For example, it's already offering Sceptre, a stand-alone home videotex terminal, as well as providing underlying computer and communications support as part of its joint venture with Knight-Ridder Newspapers Inc. to introduce the Viewtron videotex service in South Florida. The Times Mirror Co. also is using Sceptre terminals for its Gateway videotex service in Southern California.

In addition to these ventures, AT&T has launched a new project with the Monmouth County, N.J., Board of Realtors. The service, operational since September, contains multiple real estate listings, floor plans, school information, electronic mail and area maps. The realtor board furnishes all information, and AT&T is responsible for the hardware, frame creation terminals and Sceptre terminals. An electronic directory, which will list settlement attorneys, household movers, exterminators, etc., is in the works. For the time being, at least, the closed user-group service is available only to the 220 members of the realtor board. However, this is a prime example of niche marketing which, if successful, will be expanded into other locations—providing the foundation for a nationwide service when the current moratorium ends in 1989.

In addition, AT&T has made its first forays into the related market for office products and computers. Thanks to an agreement with Wang Laboratories Inc., AT&T will produce a wide range of work stations based on Unix, the computer operating system it developed years ago for internal use and the key today to its catch-up strategy.

"Mac Bell," AT&T's long awaited personal computer, premiered in June. Basically an IBM clone, "Mac Bell" can be linked to AT&T's local area network, another new product, to form an integrated office system—a move that IBM says it won't be able to duplicate until 1986.

Finally, AT&T has re-entered the international telecommunications market, forming partnerships with several companies to bid on multi-million-dollar contracts for directories and telephone systems in several countries.

We are impressed with the way AT&T accomplished all this. Recognizing the need to move quickly, it formed joint ventures and relied upon the expertise of its

joint venture partners, an encouraging sign of its new market orientation.

In order to compete in new and old markets, AT&T is acquiring a leaner look. Labor costs have been reduced, particularly in its manufacturing divisions, through layoffs and early retirements.

However, changing its corporate culture may be AT&T's ultimate challenge. Manufacturing, not marketing, has been its strength, and the consequences are apparent. Its share of PBX sales, for example, has dropped from 51 percent in 1976 to 22 percent last year.

Similarly, disagreements between marketing and production staff have caused substantial delays in the introduction of NET-1000, an "intelligent" network intended to allow incompatible computers to "talk" to each other. AT&T's Sceptre, a stand-alone videotex terminal, is also regarded as over-priced and another example of a failure to anticipate the market: No one at AT&T, it seems, predicted the growth in sales of personal computers.

Meanwhile, all the confusion is taking its toll on long-distance service, which still accounts for 60 percent of AT&T's revenues.

Inability to work out an ordering scheme with the Bell operating companies, or BOCs, has resulted in 41,700 unfilled orders for line installations as of mid-year—a 16 percent jump. By its own account, AT&T is losing 5,000 long-distance customers a day.

Compounding AT&T's problems has been consumer reaction to divestiture. Last July, customers in Charleston, W.Va., for the first time were given the same choice that will soon face every U.S. telephone subscriber—choosing a long-distance carrier. Seven carriers plus AT&T besieged local citizens with promotional give-aways and door-to-door solicitations as well as advertising and direct-mail campaigns.

Consumers were apathetic and confused. By the time it was all over, 60 percent had refused to specify a long-distance carrier, and AT&T had lost as much as 15 percent of the market to MCI.

BOCs on the march. The BOCs are also off in new directions—and grappling with old problems. Although barred indefinitely from the electronic information business, several have established new print subsidiaries to develop specialized directories. Such directories could provide a valuable base for the development of electronic services, perhaps with joint-venture partners.

BellSouth, which already operates the local data-transport service supporting Viewtron, plans to expand it to seven more markets next year.

The futures of the phone companies hinge on shifting regulatory rules.

BOCs also have made bids for cable-TV franchises in Wisconsin, California and the District of Columbia. Under these "lease back" arrangements, the BOC would provide the underlying transmission, while its partners would handle programming and information services.

Some BOCs are enthusiastic about audiotex, or dial-it, services that offer recorded sports scores, horoscopes, skiing conditions and other information [*presstime*, Oct. 1984, p. 28]. Once again, the BOCs will provide the transmission lines, under tariff, while an independent company supplies the information.

Most BOCs have announced intentions to pursue new ventures such as real estate and communications management, and consulting. Pacific Telephone has even asked for permission to provide international services—in direct competition with its former parent, AT&T.

The BOCs' biggest concern is that competitors will find ways to cream-skim local markets, especially by providing data transmission services to specialized users and businesses, and, in essence, replicating locally the national events of the last decade. To stem competitors, most have announced plans to offer local data services as well as new "bypassing" technologies such as fiber optics, digital transmission services and cellular radio.

Ultimately, all of these efforts are aimed at developing new sources of revenue to protect local telephone service. Finding those sources may be critical to the BOCs' long-term viability, because they could be faced with an annual loss of $10-12 billion, as AT&T gradually reduces its contribution to support local telephone service. We expect the BOCs to continue seeking massive rate increases, while moving to reprice their services on a usage basis.

There are two other important characteristics of the BOCs' new strategies.

First, the BOCs clearly are willing to assert their independence from AT&T. They have planned directly competitive ventures and opposed their former parent in various regulatory proceedings.

Second, the BOCs have sought the widest possible interpretation of the divestiture agreement to ensure maximum flexibility to enter new businesses. However, U.S. District Judge Harold H. Greene dealt a major blow to their plans in August when he issued a ruling that requires them to:

- Focus on local telephone service
- Justify and submit all requests to enter new business to the Department of Justice
- Limit to 10 percent the revenue derived from unregulated activities.

Ironically, these new constraints are more restrictive than some FCC rules and the 1934 Communications Act.

Meanwhile, the independent telephone companies, such as GTE, United and Contel, are trying to reposition themselves in the more competitive, post-divestiture world. Several have launched major programs to upgrade and expand facilities, such as United's plan to spend $2 billion for a nationwide fiber optics network, and GTE's acquisition of Sprint from Southern Pacific—moves designed to reduce the number of lines they buy from AT&T and to cut costs by 15 to 20 percent.

In addition, there have been numerous mergers uniting long-distance carriers with local telephone companies. This trend is likely to continue as carriers seek ways to lower costs amidst the long-distance price wars. We agree with industry analyst Robert LaBlanc, who predicts that by the end of the decade, today's 1,400 independent telephone companies will have merged into a few mega-size companies—what he calls "mini Bell systems."

However, the futures of AT&T, the BOCs and the independents hinge on shifting regulatory ground rules. While many in the industry once believed that divestiture was the last word, all now concede it's not.

AT&T remains locked in a three-way battle with the FCC and Congress over so-called access charges, the FCC's plan to shift some of AT&T's support of local telephone service to other carriers and consumers. Meanwhile, Judge Greene has dampened the BOCs' plans to compete in new markets.

However, it seems likely that today's deregulation will continue, at least for the short term, as the market power of AT&T and the BOCs declines. Then the current fray in the airline industry will seem like child's play.

Next: How newspapers are responding to the changing communications industry.

UPDATE
TRAINING

Everybody's getting into it, and participants are getting a lot out of it

BY CLARK NEWSOM
presstime labor writer

The newspaper training field is booming with record attendance at seminars and workshops and unprecedented emphasis at individual papers and newspaper groups.

Top management now regards training programs as "an important investment" in improving productivity, job performance and the professionalism of newspaper staffs, says Stephen E. Palmedo, ANPA manager/training services. Through such programs, newspapers are making significant gains all along the spectrum—in reporting and editing, in the efficient use of equipment, and in such diverse areas as job safety and customer relations, Palmedo notes.

Moreover, during the next few years, newspapers can be expected to attach even greater importance to the training and development of employees, according to John David Thomas, vice president and director of human resources for the Dallas Times Herald.

Training now is being conducted by such national newspaper organizations as ANPA, the American Press Institute and the Newspaper Advertising Bureau. Regional and state press associations, specialized facilities like The Poynter Institute for Media Studies, and college journalism and business schools also are involved in the newspaper training scene.

"The exciting thing (in training) is the growth in the number of people who have full-time training responsibilities," says Ross A. Dixon, manager/personnel development for Toronto-based Southam newspapers. In management training alone, the number of papers assigning persons full-time to the subject has more than doubled in four years—from fewer than 15 to more than 30.

ANPA's Palmedo cites another change that illustrates how training has grown in importance and prestige. Trainers today, he says, are more involved with top management than they were several years ago.

Last June, 66 newspaper people with a special interest in training—trainers and personnel executives—met in San Antonio at a two-and-a-half-day training conference sponsored by ANPA and the Newspaper Personnel Relations Association. It was the largest attendance of the five such programs held thus far.

Enrollment surge. In fact, attendance is "excellent" at all recent seminars and workshops, causing some additional ones to be scheduled, according to Palmedo. Of the 187 seats open at seven marketing and management skills sessions conducted by his department so far this year, 183 were filled.

Several of the seminars were oversubscribed, causing applicants to be placed on waiting lists for ensuing sessions.

Registration is also strong for ANPA's "hands on" production seminars, about 25 of which are scheduled each year.

The surge in enrollment is in contrast to the situation three years ago when economic pressures resulted in the scrubbing of some conferences [presstime, Oct. 1981, p. 37].

At API, attendance for the one-year period ending June 30, 1984, reached a near-record of 1,006 after dropping to 736 the year before. There are 34 seminars scheduled for 1985 [presstime, Sept. 1984, p. 57].

The NAB's classified, retail-sales-development and marketing departments continue to present an array of programs, with 24 scheduled for 1985 [presstime, July 1982, p. 40].

The Poynter Institute for Media Studies in St. Petersburg, established in 1975 as the Modern Media Institute, will conduct 22 programs in 1985—an increase of six from this year. The institute owns a controlling interest in Times Publishing Co. of St. Petersburg, but its programs are open to all newspapers. Seventeen of the 1985 programs will be for journalism practitioners, and five for students. Major areas to be covered are writing, management, graphics and ethics.

The expansion of The Poynter Institute's seminar schedule is being made possible by its move next year into a new, 30,000-square-foot building in St. Petersburg—five times larger than the space currently occupied. The new facility will make it possible for as many as four seminars to be offered concurrently, says Marge Bratcher, assistant director.

The Southern Newspaper Publishers Association Foundation, which began holding news-editorial seminars in 1969, also will expand its offerings next year. There will be 14 instead of 12, and for the first time the schedule will include seminars on circulation and promotion. "Interest is at an all-time high," says Reed Sarratt, SNPA executive director. "We're turning people away in droves."

Similarly, the Inland Daily Press Foundation will offer two more seminars next year, for a total of eight. "We filled all sessions this year," reports Paul G. Bjorneberg, assistant executive director. The seminars cover all facets of newspapering.

The Knight-Ridder Newspapers Institute of Training in Miami, established in 1970, will offer 20 seminars on a wide range of topics in 1985, which is also two more than this year's total. Participants from newspapers outside the Knight-Ridder group are accepted on a space-available basis.

Other major groups have training programs, too, although they are not generally open to outsiders.

Historical background. Specialized training for the newspaper industry started in 1946 with the founding of American Press Institute at Columbia University in New York City. It began as a training center for news-editorial employees but subsequently expanded into advertising, circulation and business fields. API moved to its current location of Reston, Va., in 1974.

ANPA's involvement in training dates from 1964, when a committee was set up to analyze supervisory training needs in the industry and to determine the feasibility of establishing ANPA-sponsored training programs and related services. The first supervisors' workshop was held in January 1965 at the University of Chicago's Center for Continuing Education, beginning a relationship with the university that continues today.

"The idea at that time," says William A. Dyer Jr., one of the Supervisory Training Committee's original 10 members, "was to train people in the mechanical departments to be good supervisors."

Dyer, who is now president of Indianapolis Newspapers Inc. and Muncie Newspapers Inc., adds that a key factor

Jerry Tomaselli, Chicago Tribune

Dr. John Peters of the University of Southern California (top) assesses alleged occupational health hazards at recent ANPA symposium in Chicago. The Commercial Appeal's Drewry (at left in bottom photo) observes demonstration of handling "difficult" advertiser.

leading to the decision to begin the training program was the perception that "many union problems were created by untrained and sometimes unfair supervisors."

Today, the scope of ANPA training goes far beyond the production area to encompass virtually all newspaper departments. And the people attending seminars today are different also.

"They are much more aware of their role in representing the organization in terms of running effective departments," says Paul N. Pohlman, director of management development seminars at the University of Chicago, who has conducted management workshops for ANPA and for individual newspapers during the past dozen years. "They are aware of the connective link between employees and management. It's a matter of commitment and attitude."

Styles of leadership have changed as well, Pohlman notes. "Most of the first supervisors or managers thought in terms of their personal experience and expertise. They were the 'experts.'" Now, he says, there is a shift from the "expert" to the "coach" or "team-builder" style to set goals.

Except for the hands-on, production-oriented training at The Newspaper Center in Reston, most ANPA seminars are conducted in the field. Conversely, nearly all of API's seminars are held in the Reston headquarters located next door to The Newspaper Center. To accommodate the growth in training, API expanded its facility in 1980 from 25,000 square feet to 38,000.

ANPA's hands-on seminars, which began in 1967 at the former Research Institute in Easton, Pa., are conducted in the 57,000-square-foot addition to The Newspaper Center that was dedicated last December.

The latest addition to ANPA's lineup of hands-on seminars covers quality control, reflective of the newspaper industry's increasing attention to that subject.

What's hot. Over the years, in fact, there has been a direct relationship between the concerns of the industry and the types of training being offered.

According to a survey of newspaper personnel executives made in preparation for last summer's San Antonio training conference, the two hottest topics in the field are customer service and middle-management training.

Training employees who already have experience in dealing with the public presents a special challenge, notes Elizabeth V. Drewry, training and development manager at The Commercial Appeal in Memphis. "Experienced people don't like to be bored with things they already know," such as telephone etiquette, she says. "You have to involve them in solving problems."

As for the training of middle managers—generally defined as people who have supervisors reporting to them and who in turn report to a department head—Ava Miller, manager of training and development at The New York Times, makes this observation:

"What they need most is to be aware of the different styles of leadership and how to respond to change. We're interested in getting people involved in looking at the organization as a whole and how they fit in."

Dolly King, manager of training and organizational development at The Charlotte (N.C.) Observer and News, is quick to point out that "organizational development," also known as "OD," is different than "training."

"In OD, the emphasis is on looking at the working environment of a company," she says. "OD involves people in the process of change. Problems are identified. It's a step beyond training."

Organizational development is "suddenly getting attention in the newspaper business," she notes. "Other industries were into OD 20 years ago."

King's goal when she began developing and delivering team-building programs at the Charlotte papers was to enable staffers who work together daily to become a more productive, collaborative and efficient team.

In the programs, employees pinpoint their strengths and weaknesses and determine ways they can help and support each other. This was particularly helpful when the two newspapers' news staffs were merged last year. The staffers "defined how they were going to work together," King notes.

Aside from organizational development, a new workshop is catching on at some newspapers. Developed by Stirling S. Rasmussen, manager of training and development at The Washington Post, the workshop addresses "hopes and concerns." It can be used "any time a work group is faced with a new situation such as a new boss, a new owner or a major change in responsibilities."

Rasmussen says "it's helpful if you can get people out in the open (to express) hopes for what may come and concerns for what may be lost." For instance, two years ago, the Post's Springfield, Va., plant went from a two-shift to a three-shift operation. The plant manager had a hopes-and-concerns meeting with other supervisory personnel. There were hopes, for example, that already good working relationships would not be adversely affected. There were concerns over such matters as whether there would be enough people and backup equipment in the platemaking department.

Other hopes-and-concerns meetings were held at the Post:

- When a new head nurse was hired
- When the news department expanded a section
- When classified advertising switched to video display terminals.

"One advantage is that the manager can do it without a trainer," says Rasmussen, "and it's easy to teach people how to do."

Future plans. Another area destined for increased attention from the cadre of newspaper trainers is budgeting.

The 11-person Training Task Force, an arm of the ANPA Industry Affairs Committee, hopes to develop a workshop for non-financial newspaper executives on how to control costs.

Task Force Chairman Austin C. Drukker, president and publisher of The Herald News in Passaic, N.J., says ANPA also will cosponsor with state press associations more training for first-line supervisors at small and large papers. Three such joint workshops have been held thus far—in Texas, New Jersey and Pennsylvania [presstime, Oct. 1982, p. 33].

"Supervisors are very often lonely people," notes Southam's Dixon. "When they get together . . . they see that others have the same problems."

The ANPA task force also has recommended that a fundamental question be addressed: Who's doing what, when and where in the newspaper-training field.

The task force wants ANPA to update a 1981 catalog of resources—a list of seminars, on-site trainers and training materials used by newspapers. This would make it possible for newspaper people to find out where a seminar topic they're interested in is being dealt with; it also would enable training planners to be sure they avoid conflicts on topics or dates.

As more and more organizations, such as journalism schools, get involved in the field, the need for an information clearinghouse becomes increasingly critical, newspaper trainers point out. □

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TRAINING

Time away from job benefits all

BY PATRICIA P. RENFROE

There is an abiding fear in some newspaper circles that allowing an employee to take time off from the job for training or a sabbatical can be a costly decision for the organization. Not only is the newspaper deprived of that person's services for a time, but the contacts he or she makes while on leave, as well as the experience gained, might result in the employee's moving to a job elsewhere.

However, the company balance sheet reflects a profit of sorts when a cost-benefit analysis of leave-taking is conducted, according to a cross section of newspaper executives.

The potential loss of an employee who is granted time away from the job should never be used as a reason for scrapping such leave policies, say these managers.

"A newspaper has to play the percentages . . . and I believe the company always gains no matter which way it goes," says Bobby G. Reid, corporate personnel coordinator of Morris Communications Corp., Augusta, Ga.

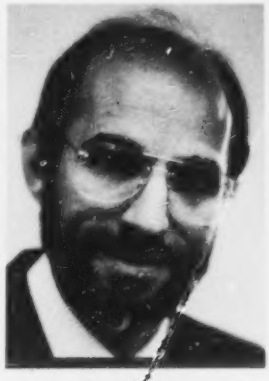
Reid says the experience and knowledge gained while on leave help the company when the employee returns, no matter how long he or she stays at the newspaper from then on.

There have been disappointing, but not disastrous, outcomes for some newspapers that authorize leaves of this sort.

Charles N. Mock, senior vice president-personnel of the Providence Journal and Evening Bulletin, tells of a recent win-loss situation when two editorial employees were granted leave, one of them for a coveted Nieman Fellowship at Harvard University. The investment in these two individuals included full pay while on leave, approval for them to keep all their sabbatical stipends, and eight to nine months away from the newsroom. One employee returned to the job; the other went on to study for a master's degree.

Renfroe is ANPA manager/personnel relations.

Why do it? Mock points out that the prestige of a Nieman or similar honor is a definite plus for the newspaper. It helps offset any future loss should the employee go to another company. In addition, recruiting qualified candidates for job openings is often made easier for newspapers that achieve such distinctions, Mock notes.



Lee Stinnett

Margaret C. Halava

Policies allowing and in some cases encouraging employees to take time away from the job provide these types of immediate gains for the newspaper. Moreover, leave-taking yields long-term indirect enhancement of the staff through personal growth.

"The perfectly qualified super employee is not out there, so we hire the best we can find, building from there through a variety of training and developmental experiences," explains Margaret C. Halava, vice president/employee relations of Suburban Communications Corp., Livonia, Mich.

Although Suburban's newspapers are too small to justify the manpower problems associated with long-term sabbaticals, Halava says the company takes advantage of short training programs to keep management up to date and to develop a cadre of promising managers.

"Perhaps because we are a relatively young organization, our employees are not outwardly bound. They return to the newspapers and use their new skills and knowledge. We promote more than we lose," Halava reports.

Personnel-relations specialists maintain that newspapers, even those that lose employees in such situations, have no choice but to authorize time away for personal growth. Losses to the organization are greater for newspapers that do not authorize leave-taking, according to June B. Barry, vice president/human resources of the Philadelphia Inquirer and Daily News.

"When we send an employee to Harvard," she says, "the exposure to different types of challenges experienced in other businesses stimulates creativity in our employees, which is a positive return on our investments."

Other returns that newspapers enjoy include the network of contacts established by the employee while away. This network whether it is made up of newspaper staffers or managers from other businesses, is a very valuable resource to the total newspaper, say several executives.

"There is a definite desire among employees who are above-average performers to obtain more than just an additional salary increase," Barry notes. "They are interested in improving the quality of their life, and this time away provides some of this improvement."

At the same time, according to Barry, there is a very direct financial benefit to the newspaper. "When we increase salaries by 5-7 percent, we have changed the salary structure from that time on, creating an institutionalized cost to which we must add benefit expenses. A one-time investment of $10,000 for an employee to attend Harvard or a similar school is a better investment for management and the employee."

Short-term vs. long-term. Another question newspaper executives must address is how long they can allow an employee to be absent.

At the Independent Publishing Co. of Anderson, S.C., Vice President and Assistant Publisher Robert M. Derr Jr. says he prefers short-term training to long sabbaticals, and several executives concur that such compressed training experiences are more beneficial to the company. Lee Stinnett, executive director of the American Society of Newspaper Editors, believes that skills and knowledge gained in the compressed workshop are applied more rapidly and more directly to improving the newspaper.

While agreeing that both short- and long-term training opportunities are important in terms of employee morale, Stinnett says the longer sabbatical has a tendency to become an exit opportunity.

However, Stinnett, as well as others, point out that careful interviewing of sabbatical applicants may save money. Finding out why the employee wants the sabbatical is the key, they explain.

In any event, they note, well-trained employees bring a higher degree of professionalism to their newspapers and thus benefit the industry as a whole. □

M. David Keil

Guiding the ABC through change

BY MARGARET GENOVESE
presstime staff writer

As the Audit Bureau of Circulations encounters some of the most turbulent waters in its 70-year history, at the helm is a man with a reputation as an incisive advertising and marketing strategist.

In the late 1970s, M. David Keil was applying those skills at an advertising agency to get his client, Standard Oil of Indiana and its Amoco gasoline subsidiary, through the "energy crisis."

Today, he is helping the venerable ABC weather what has been characterized as an "identity crisis." The organization has been pilloried by some newspaper publishers who claim the bureau is still operating in the past—a simpler era when auditing rules did not inhibit a newspaper's ability to compete with other media. Many publishers have implored the bureau to break out of its auditing straitjacket and into a more expansive role of accumulating meaningful data for advertisers to use in planning media buys. (See story, p. 12.)

This month Keil completes his third year as president and managing director—the audit bureau's highest staff position. He is only the sixth person to hold it since the bureau was created in 1914 to verify publishers' circulation claims.

"I think he's a very appropriate man for the time," says Donald G. Goldstrom, who as ABC chairman is the organization's top elected official.

"ABC has been blessed over a long period of time with excellent management and a sterling reputation," explains Goldstrom, vice president and director of marketing services for Armstrong Worldwide Industries Inc. "But with the change that is taking place in the media and in technology, the advent of computers and the demand for data, I think David Keil's background in advertising and his feeling for marketing . . . make him well-equipped to . . . help ABC relate its basic skills to the new needs of the marketplace."

Keil, 53, was senior vice president and management supervisor at the advertising agency D'Arcy-MacManus Masius Inc. in Chicago when an executive search firm retained by the ABC board identified him as a possible successor to retiring President Alan I. Wolcott. Keil joined ABC in July 1980 as executive vice president and became president 18 months later.

During his presidency, ABC has been engaged in what has been described in a New York Times article as a "struggle to redefine itself." Keil says it has been a time in which the ABC board has focused on reviewing the agency's mission.

"ABC believes that its mission is to verify circulation and disseminate that information for the benefit of the buyers and sellers of advertising," Keil says. "That has been the basic mission, and I believe that will continue to be." However, the way ABC carries out that mission has changed over the years and will continue to change, he adds.

Today, for example, ABC makes circulation and other verifiable information available not only in printed form but also via computer tape, computer disk and directly to members' computers. Keil foresees more such innovations.

One of the more challenging aspects of his job has been making sure the tripartite nature of ABC is understood by its publisher, advertiser and ad-agency members. Another challenge has been to "interpret the importance of verified, audited circulation information in the context of all the other media information available." Says Keil: "Audited circulation is really still the cornerstone of the print media research process."

Newspaper representatives on the ABC board give Keil high marks for his work.

"He has led ABC through some troubled times in recent months and years, and I think ABC has come through very well," says Grover J. Friend, president of the Levittown, Pa.-based Calkins Newspapers.

"He has a very good, solid grasp of ABC as an institution, what it has done in the past, what its role is today," says David Kruidenier, whose term on the ABC board expired Oct. 31. "At the same time, he's quite a forward-looking man who is very willing to listen to other ideas and consider change, which is necessary with the media business changing rapidly today," adds the chairman and chief executive officer of The Des Moines Register and Tribune Co. and Cowles Media Co.

ABC Senior Vice President Howard W. Kutz says Keil "occasionally lacks some patience" at the pace of change at ABC. "He has an awful lot of ideas on where he thinks the bureau should go and just feels he wants to get there."

Kutz adds that Keil is an "extremely hard worker" who seldom takes a vacation and is at his desk at ABC's Schaumburg, Ill., headquarters by 7:15 most mornings. He oversees a staff of 184 and an annual budget of $9.9 million.

Keil's career stopovers prior to ABC and his four years with D'Arcy-MacManus Masius included two years as vice president of a Detroit management development firm, 14 years with another advertising agency in Chicago—Young and Rubicam—seven years at Armour and Co., and a year with Sears, Roebuck & Co. after graduating from Northwestern University with a journalism degree.

Before becoming interested in advertising while in college, Keil thought he would like to be a sports reporter. "The industry may have lost a great editor," he quips, adding, "I doubt that."

An avid reader and a tennis player, Keil also enjoys spectator sports, particularly college football and basketball.

He and his wife, Marilyn, have no children, but Keil has been active in organizations serving youngsters. For 13 years he served on the board of the Off The Street Club, a neighborhood boys' and girls' club in Chicago. He also was a director of the Robert Crown Center for Health Education in Hinsdale, Ill., where he lives. Because of his ABC travel schedule, which takes him away from home about a third of the year, Keil has withdrawn from these activities. Says ABC director Friend: "Right now, ABC is his hobby." □

Circulation departments reflect a new professionalism

BY JOSEPH B. FORSEE

The circulation department, which is taking on new and broader responsibilities, is finally gaining some recognition for the vital role it plays in newspapering.

As Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, said at the 1982 ICMA Sales Conference, "Circulation is the key to successful newspaper marketing." Evidence seems to indicate that indeed the new circulation executive is being perceived as a professional, a key person on the newspaper management team.

Even the job titles reflect an increasing appreciation of the circulation department's importance. Not long ago, the top circulation person was universally identified as "circulation manager." According to a 1983 survey of ICMA members, most circulation department heads now carry titles of "circulation director" or "vice president/circulation," seemingly to connote planning and leadership reponsibilities.

Another key indicator of rising professionalism is the educational background of circulation executives.

For many years, circulation people tended to come from the ranks, rather than from college. But we at ICMA found in our 1983 survey that of 283 circulation-department heads, 34 percent held a bachelor's or graduate degree—many in journalism but more in the business area. Even more interesting is that 69 percent of the middle-management circulation staff members responding had similar degrees.

"We've come from being the armpit to being an arm," says Ronald C. Anderson, director of circulation of the Gannett Co.'s Democrat and Chronicle and Times-Union in Rochester, N.Y.

He is a pioneering example of the new breed of circulation executive. In 1960, Anderson—just out of the Wharton Business School of the University of Pennsylvania—embarked on a circulation career, and he has held various management positions in that field ever since.

Joseph B. Forsee

"There is more going on" in circulation today, he says. "The market has changed. . . . Years ago the newspaper was almost given away, and today prices are considerably higher. We must sell better. We must be more cost-conscious and concerned about coverage," he says.

Paul Rothenburg, general manager of the Washington Times, says of modern-day circulation, "Now I recognize that it is not the back-door department but possibly the cornerstone of the newspaper."

After stints in the promotion department of The Detroit News, Rothenburg was named circulation director in 1974. "When I was in the promotion department, I looked on circulation people as a bunch of truck drivers," he says. "But I noticed shortly after I went into circulation that circulation people had been transformed into a group trying to meet the needs of the consumer. Things had changed."

Similarly, when he first started working as a reporter at Columbia (S.C.) Newspapers Inc., Richard D. Huguley thought of the circulation department as merely the delivery arm of the newspaper. The longer he worked there, the more he learned about circulation's significant part in the newspaper operation. And when the company in 1979 sought an experienced manager to fill the vacant job of circulation director, Huguley, who was then news editor, was picked to fill that slot. He got it and soon found out first-hand that circulation was not a limited, low-brow operation.

Huguley says the department has gained expertise—and will continue to do so. "We can improve on management principles, and these principles can be applied to the circulation department just like any other department."

A wider perspective is offered by Thomas B. Sherrill, vice president/marketing of the Columbus (Ohio) Dispatch and Citizen-Journal, who has been involved in circulation since the early 1950s. "Circulation management has changed considerably since I've been in the business," he says. "Circulation people today are more versatile, more aggressive and project an image of a businessman. They must be involved in TMC (total market coverage), computers, apartment sales and service, crew work. It takes a real marketeer."

Jeffrey S. Hall, vice president/marketing and distribution of the Kansas City (Mo.) Star and Times, says that when he worked as a news intern after graduation from journalism school, he was not impressed with the circulation department. After obtaining an M.B.A. from Harvard, he returned to the newspaper and was assigned to the circulation department.

He says circulation people today are better trained, better educated ("Most of the people we're hiring have college degrees") and more adaptable to change. "They learned computers, learned more about contractual relationships and really stretched themselves."

Another reflection of new emphasis on the circulation department is development of a college-level degree program in circulation management at Empire State College. It is making steady progress with 60 students enrolled and the first class scheduled to graduate next summer. A college-level textbook in circulation marketing scheduled to be published by next month could result in an expansion of college interest in circulation.

All of this activity coincided with a period in which newspaper publishers, because of lagging circulation, began paying more attention to this aspect of the newspaper business. The point to be made now—emphatically—is that the trend toward a more professional approach to circulation management and operations must be sustained. □

Forsee is general manager of the International Circulation Managers Association. A former ICMA president, he headed the circulation departments of the St. Louis Post-Dispatch, St. Joseph Gazette and News-Press, and Sedalia Democrat-Capital, all Missouri dailies, before serving as associate professor at the University of Missouri School of Journalism.

LEGISLATION

Cable bill passes without cross-ownership prohibition

As the 98th Congress drew to a close in mid-October, newspapers succeeded in keeping a daily newspaper/cable-TV system cross-ownership prohibition out of a major cable-TV regulatory bill.

In other last-minute action of interest to the press, Congress passed bills to:

- Place four new health warning messages in cigarette advertising
- Free the CIA from searching for some types of information requested under the Freedom of Information Act
- Deny business-tax deductions to American companies for advertisements on Canadian broadcasting stations in retaliation for a similar Canadian tax policy.

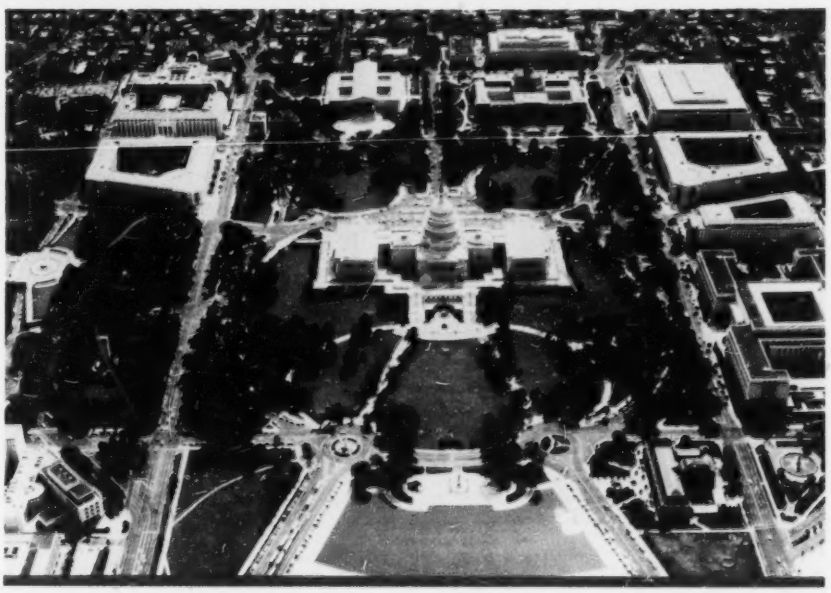
President Reagan signed the bills dealing with cigarette advertising and CIA information, but by press time he had not acted on the cable or trade legislation, although his signature was expected on those measures, too.

The cable bill, which at times seemed to have more lives than a cat, was one of the last bills passed before adjournment Oct. 12.

The ban against future newspaper ownership of a cable system in the same community, part of the bill passed by the House Oct. 1, was deleted by the Senate at the insistence of its Commerce Committee chairman, Bob Packwood (R-Ore.). The original Senate version of the bill, passed last year, carried no such prohibition.

According to the ANPA legal staff, the effect of the approved legislation is to leave it up to the Federal Communications Commission whether to prohibit newspaper/cable cross-ownership. The bill prohibits states and franchising authorities from imposing their own restrictions on cross-ownership and preempts existing state law in this area, according to ANPA Assistant General Counsel Pamela J. Riley. That means a Massachusetts statute and a Connecticut public utility department ruling barring newspaper/cable crossownership would both be nullified, she said.

Until the end, it was unclear whether the bill, aimed at creating a national regulatory policy for cable television, would survive. Although the Senate bill had passed easily last year, organizations representing the cable industry and the nation's cities subsequently announced dissatisfaction with it. Negotiations between the organizations bogged down as they struggled to reach agreement on House legislation both sides could live with.



The bill was all but given up for dead in July when the National Cable Television Association withdrew its support for a compromise that had been reached in May [presstime, Aug. 1984, p. 39]. But prodding from members of Congress got the parties back to the bargaining table, and in late September another agreement was reached.

The bill almost died again after the House passed its bill as disagreements arose in the Senate, principally over a House-passed provision on affirmative action. But when Congress lingered past its scheduled Oct. 4 adjournment date to finish work on a catch-all spending bill, an accord was finally reached and the compromise cable bill was passed by voice vote in both chambers Oct. 11.

ANPA had protested not only the cross-ownership provision in the House bill, which had been in the bill since its introduction by Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), but also sections dealing with privacy, mandatory leased access to cable channels and government ownership of cable systems.

The privacy section was changed by Wirth's subcommittee to meet objections by ANPA and others. However, the other two provisions remain.

One requires cable systems to offer a certain number of channels for leasing by parties other than the cable owner—10 percent of channels for systems with 36 to 54 channels, 15 percent for systems with 55 or more, no required set-aside for systems with 35 or fewer channels except where specified in an existing franchise agreement. The other allows ownership of cable systems by state and local governments but not control over editorial content.

"The bill has established what we think is good law on privacy and good law on cross-ownership as it affects newspa-

pers, but bad law on government operation of the media and government-mandated access to the media," said ANPA General Counsel W. Terry Maguire.

The bill also prohibits broadcast/cable and telephone company/cable cross-ownership in most cases and clarifies rate-setting responsibilities and franchising procedures.

Warnings will change. The cigarette advertising legislation, which received final congressional approval Sept. 26, requires that the current health warning be replaced by four different messages [presstime, Oct. 1984, p. 45].

Beginning Oct. 13, 1985, a year after the bill was signed into law, each of the new warning messages will have to appear for three months at a time. The bill also requires the messages to be 50 percent larger than the existing one.

The messages, each of which would be preceded by the statement "Surgeon General's Warning" are:

- "Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy."
- "Quitting smoking now greatly reduces serious risks to your health."
- "Smoking by pregnant women may result in fetal injury, premature birth, and low birth weight."
- "Cigarette smoke contains carbon monoxide."

The bill granting the CIA relief from the FOIA gained final approval with Senate passage Sept. 28. In addition to freeing the CIA from searching for and reviewing information requested under FOIA if it is located in certain specified "operational" files, the bill also contains a provision supported by ANPA that clarifies the relationship between the Privacy Act and FOIA.

A bill to repeal the priority given to FOIA cases on federal court calendars was tacked onto another court-related bill and cleared by Congress Oct. 9; it had not been signed at press time.

No other major FOIA amendments received final action [presstime, Oct. 1984, p. 45].

The tax provision denying American advertisers a business-tax deduction for advertising time purchased on broadcast stations in any country denying similar deductions for commercials on U.S. stations was added to a miscellaneous trade bill in the Senate [presstime, Dec. 1983, p. 15]. Canada has had such a policy for several years.

Also enacted was a non-binding resolution calling upon the news media voluntarily to refrain from characterizing or projecting the results of an election before all polls close [presstime, Sept. 1984, p. 34].

A resolution to declare March 15, 1985, "Freedom of Information Day," fell victim to the last-minute crush of congressional business. Although it had the required number of cosponsors, the resolution could not be scheduled for consideration by the Senate before adjournment. It already had passed the House [presstime, July 1984, p. 52].

The 99th Congress will convene Jan. 3, 1985.

—Margaret Genovese

COURTS

Supreme Court will review SEC case

The U.S. Supreme Court has agreed to hear a controversial First Amendment case that questions whether the Securities and Exchange Commission has the right to shut down an investment advisory newsletter.

In another matter, the court declined to hear an appeal by a group of independent contract newspaper carriers over the Kansas City Star Co.'s decision to terminate their service contracts and employ its own carrier system.

In the First Amendment case, *Securities and Exchange Commission v. Lowe et al.*, Christopher L. Lowe is challenging a lower-court injunction shutting down his investment advisory publications. The court granted the injunction at the request of the SEC after that federal regulatory agency had revoked Lowe's registration as an investment advisor.

Under the 1940 Investment Advisors Act, registration is required of "any person who for compensation, engages in the business of advising others either directly or through publications or writing, as to the value of securities or as to the advisability of investing in, purchasing or selling securities, or who, for compensation and as part of a regular business, issues or promulgates, analyses or reports concerning securities."

Excluded are publishers of "any bona fide newspaper, news magazine or business or financial publication of general and regular circulation."

Lowe has asked the court to decide whether the First Amendment was violated by issuance of the permanent injunction barring him, as a non-registrant, from publishing information and opinions about securities. He also questions whether registration requirements constitute prior restraint and whether exemptions for publishers of "bona fide" newspapers and other publications are discriminatory.

The SEC based its decision to revoke Lowe's registration on his prior conviction on investment advisory-related crimes. Lowe "clearly demonstrated his total lack of fitness" to remain in the investment-advising occupation, the commission said.

The 2nd U.S. Circuit Court of Appeals upheld the SEC. "The regulation of professions is intended to prevent harm to the public before it occurs, not after it is done. Saying that appellees (Lowe and three companies he owns) may not sell their views as to the purchase, sale, or holding of certain securities is no different from saying that a disbarred lawyer may not sell legal advice," the circuit court said Jan. 18. "Thus, we hold that the authority to revoke Lowe's registration as an investment adviser, and as a result to bar him from publishing his newsletters, does not violate the First Amendment."

Concerns over the Lowe case were voiced at the ANPA Government Affairs Committee meeting in September, specifically on the statutory requirement that investment advisory newsletters be registered with the SEC [presstime, Oct. 1984, p. 42; also see this month's **chairman's corner**, p. 4].

In the Kansas City carriers case, *Paschall v. Kansas City Star*, 269 independent contract carriers—who buy newspapers from the Star and resell to readers—appealed a February decision of the 8th U.S. Circuit Court of Appeals. That court had upheld the right of the newspaper to phase out use of contractors.

Some of the carriers said they stand to lose a major capital "investment" in their routes [presstime, October 1984, p. 44]. They had sought to block the change by filing an antitrust suit against the Star Co. □

Bid for cameras in federal courtrooms rejected

The Judicial Conference of the United States has decided that cameras will not be allowed in federal courtrooms because the "risks" outweigh the "alleged public benefits."

The conference, an organization of federal court judges who determine federal court rules and policy, said allowing photographic coverage of federal courtroom proceedings would be a distraction and take up too much court time.

In addition, said the conference, there are "potential psychological effects on participants in judicial proceedings, which may be subtle," ranging from "encouraging histrionics to producing inhibition."

In so ruling, the conference rejected a petition filed March 8, 1983, by 28 media organizations including ANPA. They asked for changes in the Code of Judicial Conduct and in the Federal Rules of Criminal Procedure, both of which prohibit cameras in federal courtrooms [presstime, April 1983, p. 12].

Among other reasons for not granting the request, the conference said:

- Television and still-camera photography would result in increased "direct costs" to the courts, including "increased sequestration of juries, increased difficulty in empaneling an impartial jury for retrial, larger jury panels and increased use of marshals."
- Some witnesses are "timid, uneducated, and unsophisticated" and "may be inhibited from coming forward and, if called to testify, may be uncomfortable."
- "Some lawyers have been motivated to theatrics and posturing, the cameras being viewed as an effective means of advertising. . . ." The conference, which is headed by Chief Justice Warren E. Burger, added, "Some judges may be susceptible to similar influences. . . ."
- The assertion that broadcasting of judicial proceedings will increase public understanding of the judicial system "is not supported by experience with media coverage of state court proceedings," the conference said. "On the contrary, there appears a great potential for miseducation and presentation of distorted images occasioned by the necessity of limiting most broadcasts to short segments of selected sensational cases."

State-court proceedings allowing camera coverage have shown that "the educational value alleged to result from the requested change is minimal or nonexistent and that the change could produce a distorted impression of the judicial process," according to the conference.

Reasons cited by the conference were based on results of a survey of federal judges and members of the American College of Trial Lawyers. □

Suit filed against Ogden Standard-Examiner over TMC product

A company publishing four weekly newspapers and two shoppers in the Salt Lake City area has filed a $4 million antitrust suit in U.S. District Court against the Ogden (Utah) Standard-Examiner over a total-market-coverage publication the daily distributes in Davis County.

The plaintiff, Clipper Publishing Co. Inc. of Bountiful, Utah, contends that its two paid weeklies and two shoppers circulated in Davis County have been hurt by unfair advertising sales practices of the Standard-Examiner's Lakeside Review. The weekly Review is distributed free to non-subscribers in that county, which is just north of Salt Lake City and south of Ogden.

Specifically, Clipper Publishing alleges that the Standard-Examiner has sold ads in the Lakeside Review for "unconscionably and predatorily low" prices that are "below cost." The plaintiff also contends that the Standard-Examiner wants a monopoly on advertising sales in the market and wants to drive Clipper out of business.

In fact, Clipper said it will be forced to close its publications in Davis County if the court does not take action.

The Standard-Examiner has denied all allegations.

A hearing in the case was expected to be held in early November. □

COURT BRIEFS

- McClatchy Newspapers has filed a **$6-million countersuit** against Sen. Paul Laxalt (R-Nev.) charging him with First Amendment violations and abuse of process by trying to discourage reporting on a matter of public interest.

  Laxalt filed a $250-million libel suit against McClatchy over a 1983 report in the Sacramento Bee that money was skimmed illegally from a Nevada casino that was once partly owned by Laxalt.

  C.K. McClatchy, president of the newspaper group, said in a column published Sept. 27 that Laxalt filed suit in an attempt to dissuade ABC, CBS and Newsweek from running stories about the casino situation.

- Federal prosecutors have dropped the controversial criminal charge that former Wall Street Journal reporter R. Foster Winans should have disclosed to readers his personal gain from **leaking unpublished stock market news.** Winans still faces the criminal charge of fraud by misusing the newspaper's "confidential" information.

  He also still faces a civil suit filed by the Securities and Exchange Commission based on alleged violations of securities laws [presstime, Oct. 1984, p. 42]. The SEC said it will continue its claims that Winans should have disclosed his activities to readers. (See story, p. 39.)

- William J. **Small filed suit** against United Press International seeking more than $10 million for alleged breach of his employment contract, libel and fraud. He was fired as UPI president in September amidst changes at the wire service to deal with the company's poor financial condition [presstime, Oct. 1984, p. 62].

- U.S. District Court Judge Santiago Campos of Santa Fe revived a $3.65-million **invasion-of-privacy suit** against The New Mexican filed by the Santo Domingo Pueblo Indian tribe. He said the newspaper did not live up to terms of a tentative settlement reached Sept. 14 in which the paper agreed to run an apology for publishing photos of tribal religious dances.

  The newspaper ran an apology and even a second apology "to further clarify" the first statement. But it also ran an article on the case that the Pueblo tribe said demeaned and ridiculed the tribe. Campos agreed and reopened the suit.

- The 4th U.S. Circuit Court of Appeals ruled 2-1 that the Fairfax County, Va., Police Department did not violate **Virginia's Freedom of Information Act** when it demoted an employee who gave The Washington Post a copy of a report critical of the department's communications center.

  A U.S. District Court jury said the employee, Robert E. Jurgensen, was protected by the Virginia FOIA and awarded him $12,000. But the appeals court said that decision was bad precedent for local governments because it might encourage disgruntled public employees to "purloin and publish public records of every type."

Subscription tiff tentatively settled

Between 7,000 and 9,000 subscribers of the Arizona Daily Star and Tucson Citizen will receive a credit or cash under the tentative settlement of a suit over shortened subscriptions, the company said.

Thomas Jackson, general manager of Tucson Newspapers Inc., the agency that operates the merged business and production sides of the two newspapers, said the credit or cash will be worth, on average, $7.

The class-action suit, which alleges breach of contract and consumer fraud, arises from the shortening of annual, paid-in-advance subscriptions to reflect a subsequent rate increase that took effect June 1, 1982.

In the tentative settlement filed in September, the Star, the Citizen and Tucson Newspapers Inc. denied any wrongdoing.

Before taking effect, the settlement must receive preliminary and later final approval by the judge and also approval by members of the class of subscribers involved in the suit.

A lawyer for Tucson Newspapers Inc. said the hearing for preliminary approval is scheduled for Nov. 5.

The newspaper agency claimed, in court documents filed in June, that it had reserved the right to change rates during a subscription's term if 28 days' notice was given. Such notice could be by mail, in the newspaper or otherwise, and the rate change could be implemented by changing the subscription's duration, the documents said.

Jackson said the policy was dropped last January. However, that change was not connected with the settlement, he said.

Of those scheduled to receive refunds, subscribers who remain customers will get a credit; others will get cash, Jackson said. The basic framework of the settlement is in place, he said, and only small details remain to be worked out.

One remaining issue is the method for notifying people who are no longer subscribers, Jackson said.

Erik M. O'Dowd, the Tucson lawyer who filed the suit, declined to discuss the case.

The Star and Citizen had a combined daily circulation of 146,383 for the six months ending March 31, according to the Audit Bureau of Circulations. □

MTA newsrack rules upheld; parties seek reconsideration

The 2nd U.S. Circuit Court of Appeals said newpaper vending machine regulations imposed by the Metropolitan Transportation Authority in New York City do not violate the First and 14th Amendments.

A three-judge panel of the court ruled that MTA may charge fees for the placement of newspaper vending machines in rail stations.

However, the panel said a "revenue raising licensing fee" may not be levied discriminatorily, with one newspaper being assessed a higher fee than another.

The appellate court acted on the MTA's appeal of a lower-court decision granting summary judgment to Gannett Satellite Information Network Inc. Gannett had challenged restrictions on putting USA Today newsracks in MTA facilities such as subway stations [presstime, Feb. 1984, p. 27].

In the 3-0 decision, the appeals court panel said the MTA may impose "reasonable time, place and manner restrictions on newsrack placement." It also said Gannett would have "ample alternative means to distribute its newspapers to MTA commuters" if the company feels vending-machine licensing fees are too high.

Among other things, Gannett had objected to the higher fees that MTA was planning to charge for USA Today boxes than charged other newspapers.

The appeals court directed the lower court to issue an order prohibiting the MTA "from discriminating unreasonably in fees."

Both sides have asked the 2nd Circuit to reconsider the decision. □

Herbert case to go to trial

A U.S. District Court judge in New York said CBS must stand trial on charges that its "60 Minutes" program libeled retired Army Lt. Col. Anthony Herbert. It is the latest step in a longstanding case that already has set important precedent in the libel field even though it has not yet gone to trial.

The U.S. Supreme Court ruled in 1979 in *Herbert v. Lando* that a public-figure libel plaintiff is allowed in pretrial discovery stages to ask about journalists' "state of mind" when making editorial decisions leading to allegedly defamatory material. □

REGULATIONS

ANPA urges elimination of fairness doctrine

ANPA urged the Federal Communications Commission to eliminate fairness doctrine obligations for broadcasters and said the agency possesses the power to do so.

The statement came in response to the commission's call for public comments on 11 questions about application of the doctrine, which requires broadcasters to cover issues of public importance and to air contrasting viewpoints [presstime, June 1984, p. 37].

One of the questions was whether the commission has the authority to eliminate these requirements.

ANPA commented, "The commission possesses the general power to exercise its discretion in determining how fairness doctrine objectives can best be met." The Association suggested replacing the specific coverage obligations with "an affirmative recognition that full editorial freedom provides the public with the most extensive interplay of ideas, consistent with paramount First Amendment objectives." □

Azcuenaga nominated for FTC post

President Reagan has nominated Mary L. Azcuenaga, an assistant general counsel at the Federal Trade Commission, to the seat on the commission held by Michael Pertschuk whose term expired Sept. 25. Since Congress adjourned without acting on the nomination, Reagan can make
the no

Don't judge tomorrow's videotex by today's data, expert says

Presumptions about videotex have changed in the few years since it was first introduced, and that change is continuing. As a mature medium, it may look nothing like it does today.

According to W. Russell Neuman, co-director of the Research Program on Communications Policy at the Massachusetts Institute of Technology, the "standard" answers about videotex have shifted.

Responses to questions about such things as whether videotex will use a stand-alone terminal or a personal computer, employ sophisticated graphics or merely text, and serve a residential or a business market have switched from the former to the latter, he told the ANPA Telecommunications Committee at its semi-annual meeting in October.

Neuman, assistant professor of political science, said the answer to the question of whether it makes better business sense to get in first in the videotex marketplace or "wait and see," also seems to have shifted. He cited the CBS Inc.-IBM Corp.-Sears, Roebuck & Co. "Trintex" videotex project, in which a "go slow approach" is being used [presstime, March 1984, p. 35].

As for the ultimate question, "Will videotex be successful?" Neuman said the answer is: "Probably yes, but it won't look like what we know as videotex now."

The Telecommunications Committee also was cautioned about the changing nature of telephone companies.

At its last meeting, the committee established a Telephone Opportunities Task Force to explore opportunities for newspapers in the telephone area and to initiate a dialogue with telephone companies [presstime, April 1984, p. 48].

Reporting on visits to Pacific Telesis Group and BellSouth Corp., Task Force Chairman Thomas Pace said the response of the regional phone companies was "very positive." Officials were somewhat surprised by publishers' moves to "put down the boxing gloves for a while," he added.

Pace, communications counsel for Dow Jones & Co., said he feels it is necessary for publishers to work closely with phone companies to get technologies, tariffs and services of benefit to newspapers. The project in which AT&T is working with realtors in Monmouth County, N.J., to provide an electronic real estate database could serve as a model for an experiment with the newspaper business, he said. (See story, p. 23.)

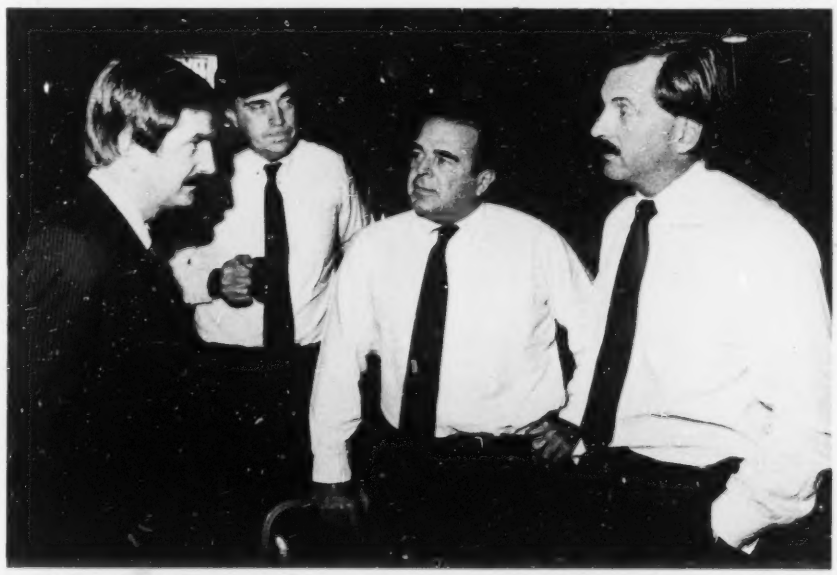
But he also cautioned that Pacific Telesis officials made it clear they intend to "push to the limit" the restrictions placed on them by the AT&T divestiture agreement and will ask U.S. District Judge Harold H. Greene, who is overseeing implementation of the AT&T breakup, for specific "line of business" exemptions from the divestiture consent decree.

Although the major effort of the newspaper business to limit the initial involvement of the telephone industry in electronic publishing is over, Pace said, "The battle in a sense has just begun." He suggested publishers will have to decide whether they want to fight the phone companies constantly or work with them.

The task force next will meet with Bell Atlantic Corp. and will ask officials there to reconsider the tariffs granted by the District of Columbia and Virginia, which allow the phone company to share profits with information providers for "audiotex" services that provide prerecorded messages over the telephone. ANPA has opposed the profit-sharing plan [presstime, June 1984, p. 41]. The committee endorsed a plan to bring the matter to the attention of Judge Greene in the event no accommodation is reached.

Another speaker said the key to the continued growth of home computers will be the availability of software. Thomas E. Wheeler, president and chief executive officer of a company called Nabu—The Home Computer Network, explained his firm is conducting a test in Alexandria, Va., in which it is distributing 150 software programs to personal computer owners via cable television lines. Wheeler, former president of the National Cable Television Association, claimed Nabu also will benefit the cable industry—which he described as experiencing penetration problems and revenue fall-off because of video cassette recorders—by providing it with "new excitement" to sell to investors and subscribers.

In a similar vein, committee member Jack W. Gallivan, president and publisher of The Salt Lake Tribune, said an experiment soon will be announced in Boulder, Colo., to deliver data to personal computers using cable television. The trial will be a venture of multiple-cable-system-operator Tele-Communications Inc., on whose board Gallivan serves, and cable hardware manufacturer Telecrafter Corp. If the pro-



Neuman (left) discusses videotex issues with Sjosten, Dolph C. Simons of the Lawrence (Kan.) Daily Journal-World and Committee Vice Chairman Robert M. Johnson of Newsday.

ject develops into a business, newspapers will be invited to participate in their local markets, he said.

State-local monitoring. Noting that the focus of telecommunications regulatory activity is shifting away from the national level, the committee named a task force to establish a nationwide "early warning network" in the states to monitor and report to ANPA quickly when issues arise. The task force is headed by John B. Kuhns, director of business planning for The Washington Post Co.

The panel also recommended that ANPA urge the Federal Communications Commission to act quickly and favorably on a petition by Cox Cable Communications to assert its authority to regulate data transmitted over cable television. Cox is challenging a Nebraska Public Service Commission ruling [presstime, Sept. 1983, p. 21].

In other committee action:

- The Applications and Training Subcommittee recommended that ANPA sponsor at least one workshop on telecommunications in 1985. However, subcommittee Chairman David A. Sjosten, vice president and general manager of Worcester (Mass.) Telegram & Gazette Inc., emphasized it will not be "just another videotex seminar" but rather will focus on the use of telecommunications in traditional newspaper business.
- The Technology and Marketing Opportunities Subcommittee reported that one of its 1985 projects will be a study of the convergence of the personal computer and videotex markets. The subcommittee also hopes to work with the International Newspaper Advertising and Marketing Executives on a study of the marketing aspects of newspaper telecommunications ventures.

Committee Chairman Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, said he expects the coming year to be an "intelligence gathering and monitoring kind of year" in which the committee will try to "get a handle on the next level of problems and opportunities" in telecommunications.

—Margaret Genovese

Cellular agreements

Rather than participate in a Federal Communications Commission lottery, competing applicants for cellular radio licenses in all but two of the 31 to 90 largest markets agreed to partnerships. A lottery was held Oct. 23 for those two markets [presstime, May 1984, p. 51]. □

New videotex services debut in Orange County, Chicago

After nearly a year in which, for U.S. videotex watchers, Knight-Ridder's Viewtron in Florida was the only game in town, now there are three.

Videotex went bi-coastal with the Oct. 2 launch of Times Mirror Videotex Services' Gateway in Orange County, Calif. The country's midsection will get its first commercial videotex system when Keycom Electronic Publishing's Keyfax debuts Nov. 1 in the Chicago area.

Gateway officials said they expect to have 2,000 subscribers in the first three to six months of operation. Price for the service is $19.95 a month for 20 hours of access, plus $10 a month terminal lease fee. Like Viewtron, Gateway uses AT&T's Sceptre videotex terminal.

At launch time, Gateway had $1.3 million in advertising commitments. An estimated $10 million reportedly has been spent on the project to date [presstime, Dec. 1983, p. 22].

A slightly more optimistic subscriber projection was offered by Keyfax officials, who said they expect to sign up 3,000 by the end of 1984 and 20,000 by the end of 1985. Price is $14.95 a month for five hours of service or $29.95 for 15 hours. A videotex terminal called Commandex was manufactured for the service by a subsidiary of Honeywell Inc., one of the partners in Keycom. It has a suggested retail price of $350. Keyfax also is available to subscribers with personal computers via a $60 software program.

Keycom will not disclose how much advertising has been sold on Keyfax. An estimated $20 million has been spent developing the service, according to industry sources [presstime, June 1984, p. 41].

Honeywell's partner in Keycom is Centel Corp. In September, News American Publishing Inc. sold its 16-percent share in the venture to the partnership [presstime, June 1984, p. 41]. □

Telecommunications calendar offered

The ANPA Telecommunications Department has compiled a list of upcoming telecommunications conferences and similar events sponsored by associations and other non-profit organizations.

The "Telecommunications Calendar of Events" includes dates, locations and telephone numbers for more information about activities scheduled through October 1985. To obtain the calendar, contact Suzanne M. Bilinski of the Telecommunications Department at The Newspaper Center. □

TELECOMMUNICATIONS NOTES

- The Associated Press and Tribune Media Services announced a joint venture to produce a **"graphics enhanced" text news service** for cable television.

TMS, a division of Chicago-based Tribune Co., will edit the AP-supplied news and will design the news pages. The new service, AP News Plus, will be available in December.

- The Journal Co. of Milwaukee **sold its cable-TV system** for $25 million to Jones Intercable Inc. of Denver. The company decided Teltron Inc., its subsidiary operating the 26,500-subscriber central Wisconsin cable system, "had to become a larger multiple system operator or sell," said Jack Knake, vice president for corporate communications. High programming costs and consumer demand for more channels contributed to that determination, he said.

The sale, subject to the approval of the 20 communities served by the system, means the company has ended its cable involvement. Last January, it terminated its experimental cable-text service on several systems in the Milwaukee suburbs.

- Committees of ANPA and the Association for Education in Journalism and Mass Communication have made four recommendations to their parent groups to help **integrate information on electronic publishing into journalism schools' curricula.** The four are: establishment of a speakers' bureau, compilation of a research guide, a more frequent exchange of information and development of a resources list.

The action stemmed from a survey of journalism programs in which it was revealed that 61.7 percent do not include material on electronic publishing [presstime, Feb. 1984, p. 31]. The report on the survey is available from the Telecommunications Department at The Newspaper Center in Reston, Va.

More newspaper slots sought for Pentagon contingency pool

Hoping to broaden newspapers' share of a press pool that would accompany U.S. troops into combat, ANPA has asked the Pentagon to increase the number of newspaper reporters in the contingency pool from one to three.

Newspapers were not part of the original 11-member pool announced Oct. 10. Salvos from the newspaper industry brought a quick about-face from the Pentagon and the addition of one newspaper reporter. Electronic media are heavily represented in the pool, which would be used when conditions limit how many reporters can accompany troops into action.

ANPA Chairman and President Richard J.V. Johnson said, in an Oct. 23 letter to Defense Secretary Caspar Weinberger, "we think three newspaper reporters could be selected to be on your pool—so long as we are talking of a pool of about the size you originally announced."

Johnson included in his letter a list of 24 newspaper companies—11 that have resident Pentagon reporters and 13 representing the remaining largest-circulation dailies—as a preliminary recommended base from which three reporters could be selected. The Pentagon had asked ANPA to nominate eight newspapers as a rotating source for one pool reporter.

Edward R. Cony, chairman of the Freedom of Information Committee of the American Society of Newspaper Editors, said the plan "has merit because the 24 news organizations from which the newspaper representatives would be chosen do represent a very big slice of the total newspaper industry—more than 50 percent of the circulation of U.S. dailies."

Meanwhile, as most public attention focused on the pool, guidelines covering how news would be reported from a combat zone were making their way through the Defense Department. Air Force Col. Robert O'Brien, deputy assistant secretary of defense, public affairs, said "nothing is final. We have a long way to go."

The Pentagon guidelines are viewed as a response to criticism about the media's exclusion from more than the first two days of the Grenada invasion last year. The media outcry led to the convening of a panel chaired by retired Army Major Gen. Winant Sidle to make recommendations on military-media relations.

The report of the panel, composed of military and retired media representatives, was made public Aug. 23. That day, Secretary Weinberger ordered its implementation [presstime, Sept. 1984, p. 38].

O'Brien, a Sidle panel member, said that while the panel's recommendations were broad, the coverage guidelines will be necessarily more specific. He said he anticipates they will closely resemble coverage rules during the Vietnam War.

The pool's makeup is the first aspect of the guidelines officially to be made public.

As originally announced by the Pentagon, the pool consisted of a reporter from the Associated Press and one from United Press International; a still photographer; a news magazine writer; a radio correspondent; four television reporters representing ABC, CBS, NBC and Cable News Network; a cameraman; and a sound technician.

After a surge of protests from newspaper editors, publishers and press organizations, including ANPA, the Pentagon announced Oct. 11 that a reporter from a daily newspaper would join the pool.

In immediate reaction, Johnson, president of the Houston Chronicle, pledged ANPA's cooperation with the Pentagon's "request for assistance in this matter of proper newspaper representation in any pools formed." He said the Association will "consult closely with U.S. newspapers, and with other newspaper organizations" on recommendations on the pool.

On Oct. 13, Johnson sent a telegram to Weinberger offering to meet at the secretary's "earliest convenience."

Weinberger had not responded to the telegram by late October. Given the secretary's busy schedule, "We don't take that as a rebuff," Johnson said.

Asked about the omission of a newspaper reporter from the initial pool, O'Brien said news organizations were chosen with an eye toward achieving the maximum amount of coverage with a minimum number of reporters. He agreed that newspapers supply what he termed "a broader coverage" than other media.

Nevertheless, newspapers were not included in a Pentagon meeting with bureau chiefs from wire services, TV networks and news magazines held Oct. 3, one week before the Defense Department announced its pool plans. Navy Lt. Glenn Flood of the Pentagon's public affairs office said the discussion concerned what type of news organizations should be in a contingency pool as well as broader battle coverage issues like communications and the role of public information officers.

Queried about the meeting later, O'Brien said newspaper representatives would be included in future meetings.

On the question of how pool members would be selected in the event all could not be allowed to go in with the first waves of troops—an eventuality the spokesman acknowledged could occur in some situations—O'Brien said the standard of "widest coverage" would dictate who would be selected. He said the wires are the first choice, "obviously."

O'Brien said he anticipated the pool would be used in the first 12 or 24 hours of a mission. Early in an operation, he said, reporters would probably "be escorted as they were in Vietnam."

Mission security and troop safety are primary goals, O'Brien said, and "we're not going to compromise on that."

The military will require that pool members be physically fit enough to keep up with troops and that they have a U.S. passport, O'Brien said, adding that women would be eligible under those rules.

—*Barbara J. Friedman*

Suggested pool sources

The draft list of 24 newspaper organizations recommended by ANPA as a source for the desired three newspaper slots in the press pool after "extensive discussions" with newspaper executives contains:

Newspaper Organizations with Pentagon Correspondents

The Baltimore Sun; The Christian Science Monitor; Times-Mirror Co., Los Angeles; Tribune Co., Chicago; The New York Times Co.; Dow Jones & Co., New York; The Washington Post Co.; The Washington Times; Copley Press News Service; Scripps-Howard News Service; Newhouse News Service

Companies with other Top Circulation Papers

Gannett Co.; News America Publishing; Evening News Association, Detroit; Knight-Ridder Newspapers, Miami; Chronicle Publishing, San Francisco; The Boston Globe; Houston Chronicle; Cowles Newspapers, Minneapolis; A.H. Belo, Dallas; The Houston Post; Buffalo News; Central Newspapers, Indianapolis; The Milwaukee Journal

Photojournalists lament lack of 'decent career ladder'

A study of photojournalists' job satisfaction suggests that while they like their work, the "fatal flaw" in the profession is the "lack of a decent career ladder."

"Most photojournalists start as staff photographers and end that way," said James H. Bissland, associate professor of journalism at Bowling Green State University, who conducted the study. It was sponsored by the university and the National Press Photographers Association.

In April 1983, Bissland mailed an 89-item questionnaire to every fourth name on NPPA's 6,800-person membership list. He received 751 replies for a response rate of 44 percent. Ninety percent of the respondents work for daily newspapers.

Seventy-six percent of the respondents answered negatively to the question of whether their "chances for promotion are good." Sixty-seven percent said their employers are not very concerned about "giving everyone a chance to get ahead," and 53 percent disagreed with the statement that "promotions are handled fairly."

"If you want to get ahead, you have to get a new job," Bissland quoted a staff photographer of one 45,000-circulation daily as saying.

Yet 71 percent said they would pursue the same career "knowing what you know now," and only 4 percent said they definitely would not enter the field.

Bissland found little difference between photojournalists and workers in other professions in the prevalence of "burnout symptoms" as measured by the "Kafry Tedium Index."

That index measures 22 experiences such as "feeling depressed," "being emotionally exhausted" and "feeling worthless," the journalism educator explained.

However, photojournalists differed dramatically from other groups of workers when it came to items from a "Quality of Employment Survey" that has been conducted at the University of Michigan. That survey, last performed in 1977, asked a 2,300-member sample of American workers in various occupations such questions as "All in all, how satisfied would you say you are with your present job?" Nearly half, 47 percent, said "very satisfied." Only 16 percent of the photojournalists said they were "very satisfied."

Similarly, twice as many photojournalists as other workers indicated they were "dissatisfied" in their jobs.

A summary of the study written by Bissland appeared in the October 1984 issue of News Photographer, the monthly magazine of NPPA. □

SEC official defends actions

The Securities and Exchange Commission's chief enforcement officer said press criticism against the SEC for cases against a former Wall Street Journal reporter and investment newsletter publishers is "unfounded."

John M. Fedders, director of the SEC's enforcement division, said there is a "false perception" that the SEC is trying to "erode First Amendment guarantees of a free press."

The SEC's efforts are "no more extensive than . . . necessary to achieve the government's substantial interest in maintaining the standards of the investment advisory profession to protect investors and in preserving the integrity of the U.S. securities markets," he said.

Fedders made his remarks at a seminar Oct. 22 at American University in Washington, D.C. Other speakers included Jack C. Landau, director of the Reporters Committee for Freedom of the Press, and Milton V. Freeman, a Washington securities lawyer, both of whom criticized the SEC actions.

"They have gone beyond what is permissible for them" in enforcement activities, said Freeman, a former SEC assistant solicitor.

One case in question is an SEC civil suit involving "insider trading" charges against R. Foster Winans, former Wall Street Journal reporter accused of leaking unpublished information for private gain. (See story, p. 34.)

Another SEC case at issue, *Christopher L. Lowe et al. v. SEC*, will be heard by the U.S. Supreme Court. (See story, p. 33.) It involves the question of whether the SEC has a right to require investment advisory newsletters to be registered.

Some newspaper executives have expressed the belief that the currently required SEC registration for such newsletters has serious implications for all publications.

The SEC actions are based on congressional mandates, Fedders said, adding that if critics deem changes in the law necessary, they should "take their policy arguments to Congress." □

'Shoe' **By Jeff MacNelly**

I JUST GOT THIS NEW BOOK THAT EXAMINES MODERN PRESS ETHICS...
THAT MUST'VE COST YOU ABOUT THIRTY BUCKS.
NAH. I GOT IT FREE.
I TOLD THE PUBLISHER I WAS THE BOOK REVIEW EDITOR...
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ACEJMC retains '75:25'

The Accrediting Council on Education in Journalism and Mass Communications will continue to recommend that accredited journalism schools limit their undergraduate students to taking "approximately" 25 percent of their courses in journalism and mass communication.

The decision reversed a preliminary one made last April that would have allowed up to 30 percent of a major's courses to be in journalism. Editors generally supported keeping the cap at about 25 percent, saying it is desirable for a student to take as many non-journalism courses as possible so as to acquire a broad liberal-arts background that will serve him or her well in a journalism career.

"We maintained the status quo, which is a healthy result," said Claude Sitton editorial director and vice president of The News and Observer Publishing Co. of Raleigh, N.C. Sitton is the American Society of Newspaper Editors' representative on the council, and it was his proposed language that was adopted.

ANPA Foundation's representative, James H. Ottaway Jr., president of Ottaway Newspapers Inc., said he was pleased that the council "reaffirmed the importance of the liberal arts in any journalism and mass communications education."

Council President Joseph W. Shoquist, managing editor of The Milwaukee Journal, said the council "responded to suggestions to reaffirm its commitment to liberal arts and sciences by dropping the reference to 30 percent."

The decision to retain the so-called 75:25 rule was one of the major results of a marathon, two-day council meeting in Chicago that did produce several revisions in standards for accreditation and in procedures for evaluating schools.

In a substantial change from current policy, the council eliminated requirements for accreditation of individual sequences—such as news-editorial, broadcasting, advertising and public relations—in favor of accrediting the journalism "unit" as a whole.

But it also said, as urged by advertising and public relations educators and professionals, that a school may request an evaluation of one or more sequences in addition to the entire unit.

Chicago Sun-Times

Ottaway (third from right) listens to discussion of accrediting policy.

Another change was the inclusion, for the first time, of affirmative-action language in the council's standards. ACEJMC said it expects accredited programs to undertake "organized efforts to recruit, advise and retain minority students and minority and female faculty members." The council said it will increase its efforts to include at least one minority and one female member on every accrediting team.

ACEJMC also made significant changes in its appeals procedure and fee structure. All of the changes take effect Sept. 1, 1985.

The council also has asked its member organizations to increase their contributions.

With regard to the curriculum formula, advertising and public relations educators had been concerned that the division tentatively approved by the council in Montreal last spring would not have allowed their students to minor in such areas as business [presstime, Sept. 1984, p. 15]. The proposal said that of the 70-75 percent of a journalism majors's non-journalism course work, 60 percent would have to be in the traditional liberal arts and sciences, with 10-15 percent available for other courses such as business.

The language was changed at the Chicago meeting to meet their objections. It states that the 75 percent non-journalism courses shall consist of "general academic courses with emphasis on liberal arts and sciences." This is virtually identical to the old language, which stated that about 75 percent of a journalism major's courses be "in the arts and sciences."

Leonard W. Lanfranco, executive director of the Association for Education in Journalism and Mass Communication, said the standards seem to offer the "possibility of accommodation" of the various factions making up journalism education. He noted, though, that "only the application of the standards in the future will prove that point."

Even though the decisions made at the Oct. 20-21 meeting were generally well-received, some tensions remain.

At the meeting, ACEJMC President Shoquist announced the naming of a committee to "study the makeup of the council" in light of some criticism that newspapers are over-represented on it.

In a statement issued after the meeting, the council noted that its principal financial support from the communications industry is provided by newspaper organizations and that a majority of the council's professional members represent those organizations.

Of the council's 32 members, 19 represent professional organizations, the rest being journalism educators. Of the 19, 10 slots are reserved for newspaper organizations that support the council financially—ANPA, ASNE, Associated Press Managing Editors Association, California Newspaper Publishers Association, Inland Daily Press Association, International Newspaper Advertising and Marketing Executives, National Conference of Editorial Writers, National Newspaper Association, National Newspaper Publishers Association and Southern Newspaper Publishers Association.

In addition, three slots are set aside for organizations whose members include people from newspapers as well as from other media—National Press Photographers Association, the Society of Professional Journalists, Sigma Delta Chi, and Women in Communications Inc. □

Teaching of ethics on the rise

The teaching of ethics in the country's journalism schools "appears to be a growth industry," according to the results of a survey for the Ad Hoc Committee on Ethics of the Association for Education in Journalism and Mass Communication.

The survey, conducted last spring, found that the number of specific ethics courses had increased from 68 to 117 in seven years, according to Clifford G. Christians, associate professor of communications at the University of Illinois.

In his report, Christians also cited other signs of the current high level of interest in ethics study:

- Conventions of journalism educator organizations are regularly including discussions of ethics.
- A number of journalism-related organizations have poured funds into the research and teaching of journalism ethics in recent years.
- Three books on the topic have been published in the past year, and eight or nine more are being written.
- A new journal on media ethics is scheduled to be published in the spring by Brigham Young University.
- A doctoral dissertation on ethics instruction in journalism schools was recently completed at Harvard University.

And perhaps the most recent sign of surging interest was a workshop on teaching ethics held Oct. 7-11 at the University of Kentucky School of Journalism. There was space for only 35 participants; 110 other educators were turned away.

Alternative approaches to teaching journalism ethics was one topic explored at the workshop, which was funded through a $21,810 grant from the Gannett Foundation and cosponsored by AEJMC.

"Up until now, it's fair to say most journalism schools have said 'We teach ethics in every course across the curriculum,'" said Edmund B. Lambeth, workshop director and head of Kentucky's J-school. "However, most skills course professors readily admit that they have their hands full with the substance in their skills course. So, while they try to deal with this, it is very difficult. As a result, there is renewed interest in the free-standing course in ethics, which can blend together the students' journalism courses as well as courses in arts and sciences."

According to the AEJMC study, in addition to the schools already offering an ethics course, 17 indicated they plan to offer one in the near future and nine are studying the matter. The reason cited most often for not offering a course was a preference for the "pervasive method."

However, educators who believe a separate ethics course is preferable to the pervasive method point out there is a downside to Christians' encouraging figures.

Even with the recent growth, "far too few students are being exposed to specific instruction on media ethics," said Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University. The 117 schools with media ethics courses constitute less than half of the 274 schools offering a journalism major, he pointed out. And Christians' estimate that about 4,000 students studied ethics courses during the last academic year translates into less than 5 percent of the estimated total J-school enrollment of about 92,000.

The model journalism curriculum unveiled earlier this year at the University of Oregon School of Journalism identified ethics as one of the "conceptual" courses that is "essential" to the curriculum, according to Dennis, former dean of the Oregon school and director of the curriculum project [pressstime, May 1984, p. 57]. Journalism schools ought to "move a bit beyond the rhetoric," he added, and "begin acting like it is essential."

Christians agreed with Dennis that there is an "enormous distance" to go. It will be a "long time," he predicted, before the majority of journalism students takes ethics courses. "On the other hand," he said, "every indication is that the interest on the part of students in ethics courses is extremely high."

Although two schools responding to the survey dropped ethics courses because of low enrollment and three others declined to introduce ethics courses because they perceived a lack of student interest, Christians noted that all others that commented "reported exceptionally strong student demand and increased enrollment each year the course was offered."

While Christians' report indicated a good deal of research in media ethics is reaching fruition in the form of new books, more research soon will be underway at the University of Minnesota's new Silha Center for the Study of Media Ethics and Law.

According to Director Donald M. Gillmor, one long-term goal of the center is to foster research aimed at developing ethical theories.

Beginning next year, the school will be recruiting doctoral students to conduct theoretical research.

The center was established in August with a $350,000 endowment from Otto A. Silha, former president and chairman of Cowles Media Co., and his wife, Helen, plus $100,000 from the Minneapolis Star and Tribune Foundation.

—Margaret Genovese

Rick Elkins

Lambeth leads University of Kentucky ethics seminar.

Updated version of library guidelines available from Foundation

An updated version of "Guidelines for Newspaper Libraries" is available from ANPA Foundation.

First released in 1974, the loose-leaf reference guide has been a resource for newspaper librarians and editors. Written by members of the Special Libraries Association, every chapter has been revised and expanded to ensure that the information reflects the latest developments in newspaper libraries.

Cost of the 134-page guide is $20 with a binder and $15 without a binder. To order, contact the Foundation's Ruth Finn at The Newspaper Center. □

2 more programs on illiteracy dropped due to lack of interest

Two more symposiums on illiteracy have been scrubbed because of lack of interest, bringing the total cancellations this year to three.

The latest casualties were the ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium scheduled for late October in Columbus, and a wrap-up national session at The Newspaper Center in Reston.

The symposiums had been designed to foster discussion and plans for community projects to fight illiteracy, particularly adult illiteracy. Newspaper publishers had been invited to attend and to bring representatives of their local school systems with them.

But according to ONA Executive Director and Secretary Kenneth L. Drum, by early October just six people—three newspaper publishers and three school officials—had formally registered for the Columbus program, and only two other publishers had expressed an interest in participating.

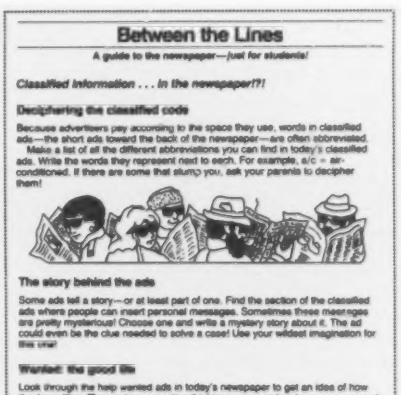
The national symposium, which had been scheduled for this month, was canceled after this second regional event failed to come off. The earlier cancellation was of a scheduled June symposium in Portland, Ore., cosponsored by ANPA Foundation and the Oregon Newspaper Publishers Association [presstime, July, 1984, p. 58].

"It just does not seem to be an item that is high on the agenda of newspaper publishers right now," Ohio's Drum commented.

According to ANPA Foundation Manager/Education Services Linda B. Skover, in lieu of a symposium in Reston on the subject, there may be a meeting with interested parties to consider alternatives to the canceled conferences.

"Publishers are very interested in illiteracy," Skover said, "but we have found out that offering symposiums does not seem to be the right approach" to develop suggestions for ways to deal with the problem. □

Craig Trygstad, executive director of Youth Communication, and Crystal Hamann work on the just-launched Youth News Service. Editor Hamann prepares a weekly report using copy from Youth Communication correspondents. The national report is transmitted electronically from the YNS office in Washington, D.C., to Youth Communication Centers around the country. It also is mailed to high school publications.



Between the Lines

A guide to the newspaper—just for students!

Classified information . . . in the newspaper!?!

Deciphering the classified code

Because advertisers pay according to the space they use, words in classified ads—the short ads toward the back of the newspaper—are often abbreviated. Make a list of all the different abbreviations you can find in today's classified ads. Write the words they represent next to each. For example, a/c = air-conditioned. If there are some that stump you, ask your parents to decipher them!

The story behind the ads

Some ads tell a story—or at least part of one. Find the section of the classified ads where people can insert personal messages. Sometimes these messages are pretty mysterious! Choose one and write a mystery story about it. The ad could even be the clue needed to solve a case! Use your widest imagination for this one!

Wanted: the good life

Look through the help wanted ads in today's newspaper to get an idea of how they're written. Then put your creative thinking cap on and make up your own ad for what you want in life. Think about it and then write on!

Wanted: *a life that* _____

Picture it!

Some ads, like those for houses, pets and cars, can be very descriptive. When you read such ads, you can almost picture the advertised items in your mind. Try to find a descriptive ad in today's classifieds, then in the box below draw a picture of it, including all the details given. When you finish, check back over the ad to see if you have forgotten anything. If so, put it in!

Your students can read Between the Lines—and much, much more.

Activities presented here are suitable for upper elementary and middle school children, and are examples of the many innovative ways that newspapers can be used to challenge and inspire students of all levels. For more information about ways to use the newspaper as an educational tool, call our Educational Services Department.

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"Between the Lines," a package of 36 quarter-page, camera-ready house ads promoting Newspaper in Education activities both in school and at home, is available from ANPA Foundation for $20. For more information, contact the Foundation at The Newspaper Center.

New curriculum plan available

ANPA Foundation, through its Newspaper in Education program, is offering a new curriculum plan for high school students.

"Using the Newspaper to Teach Secondary Language Arts" is a 57-page, camera-ready document that has students use the newspaper while studying reading, writing, oral communication, the structure of the English language and literature appreciation.

Written by John E. Guenther and John H. Bushman of the Department of Curriculum and Instruction at the University of Kansas, the curriculum features more than 200 classroom exercises.

"By actively involving students with the subject matter in a variety of ways, teachers who use this program will provide a series of educationally sound learning experiences for the youngsters in their English classes—and the kids will have a good time in the process," says Guenther, who prepared the Foundation's previously published social-studies curriculum and is co-author of the soon-to-be-published mathematics curriculum.

Cost of the curriculum plan is $20. To order, contact ANPA Foundation at The Newspaper Center. □

Six educators receive grants to attend seminars

Six college journalism teachers have received grants under a new ANPA Foundation program to help educators attend ANPA-sponsored seminars.

Recipients are Robert D. Hilliard, instructor, Department of Communications, Washington State University, Pullman; M.A. (Mike) Kautsch, assistant professor, William Allen White School of Journalism, University of Kansas, Lawrence; Anne W. Nunamaker, visiting professor, Department of Journalism, Howard University, Washington, D.C.; George Rhoades, asssociate professor, Department of Communication, University of Texas, Arlington; Catherine M. Stablein, assistant professor, Department of Journalism, Roosevelt University, Chicago; and Judy VanSlyke Turk, assistant professor, School of Journalism, Louisiana State University, Baton Rouge.

Four more $300 grants are available through the end of this year [presstime, Feb. 1984, p. 39]. □

Students learn the ins and outs by producing TMC paper

JOURNAL

Party move to still factions slights top vote getters

Meet Ernie Newton-he's come a long way

The courses in community newspapering at Connecticut's University of Bridgeport use no texts: The students and faculty write one every four weeks when the Black Rock Journal, their collaborative effort in newspaper publishing, comes out.

University journalism and advertising students working on the Journal get acquainted with all aspects of the newspaper business from reader demographics to headline writing to final paste-up and zoned (ZIP code) distribution. Professor Howard B. Jacobson has final say as publisher and managing editor, but students fill all other positions, including reporters, copy editors, photographers, graphics and design specialists, and advertising sales people.

In the process, students find themselves in field situations where the substance of their general education can be quite relevant to the job at hand. More immediate rewards include course credits and commissions on sales for the ad students.

To provide students with this "real world" opportunity, Jacobson established the Journal in 1979 as a 4-page occasional publication. Now, five years later, the Journal, which averages 16 pages per issue, is distributed free by mail six times a year, October through April, to more than 4,500 homes in three census districts in Bridgeport, comprising what is known as the Black Rock community.

The department-sponsored community newspaper is one of only a few such total-market-coverage publications used primarily for training while serving the needs of local readers.

"Most journalism schools simulate the realities of reporting," says Jacobson. "The instructor gives the students writing assignments about an imaginary town, including fictitious residents, names, streets and events. The hope is to reproduce what reporters encounter daily in an actual newsroom.

Students in the simulated newsroom "don't learn the essentials of how to develop story ideas, cultivate multiple news sources and confront people in varied, sometimes stressful situations—skills as much needed as news writing," Jacobson asserts.

At the Black Rock Journal, reporters are given specific beats. In addition, they are encouraged to "enterprise" by coming up with a list of possible stories; these ideas come from beat sources, the news desk, articles in other publications and people in the community.

Reporters regularly cover state and Bridgeport news affecting Black Rock's eight neighborhoods, environmental issues, crime, the impact of zoning decisions on residential development, and school, youth and senior-citizen programs.

"Reporters spend numerous hours tracking down a lead, only to find sometimes that they have hit a dead end," Jacobson says. "The student reporter has to learn to be more flexible, maybe challenge his own assumptions about a situation or the information collected. At such times, together we seek new approaches, perhaps a different viewpoint for the story line or precise Black Rock angle."

Once the focus is narrowed and the pieces start coming together, the reporter enters a first version of the story into one of the mass-communication department's portable computers. The 4-pound terminals with video display and text-editing capabilities can store the equivalent of eight pages of text.

The reporter then returns to the newsroom and sends the story to the storage disk by plugging the portable into a direct cable connection with a Compugraphic word processor, actually the front end of a phototypesetter. Once that's done, the reporter can do more elaborate revisions or obtain hard copy from a printer. After editing by the copy desk, the final version will be transferred via disk to the phototypesetter for composition.

Students are also involved with page paste-ups, ad layouts, photography and graphics under the tutelage of Stefan Buda, a professional graphic artist who serves as a part-time instructor and at whose type composition and graphics shop the paste-ups receive finishing touches.

"The students undergo fantastic growth while working on the paper," Jacobson says. "There's a quantum jump in their competence level because there's no hand-holding."

One student who covered the Journal's police beat for two semesters said this about her professional growth: "When I first started on the paper, I was extremely nervous and had no confidence in my abilities. . . . I'm not afraid to be bold and ask follow-up questions any more, and I am much better prepared. I could never have learned this out of a book!"

Many BRJ reporters have used their street experience with the Journal as a springboard for a full-time internship with an area daily during a later semester. Robert Granger, news editor of the Journal-Courier in New Haven, says he likes to hire students who have been on the Black Rock paper "because they are so much better prepared to do the job we require of them as reporters."

While the reporters are gathering news, the student sales reps are hustling for ads from the small shops in the business district of Black Rock to help defray the newspaper's production costs. Armed with sales kits, a lot of enthusiasm and advertising copy ideas, students majoring in advertising visit retail accounts. That's when they find out that newspaper retail advertising is more than selling space.

One student who went out to talk with merchants about ads reported that "it felt like an insurmountable task." Later, after a few were sold, she said she could now go out and "make things happen."

And while the students gain immeasurable experience, the Black Rock community also gets its own newspaper. "The people in the community enjoy reading about themselves," says Jack Collins, a local pharmacist and president of the Black Rock Community Council. "They are also proud that the university chose Black Rock as the place to start a paper. We also like the Journal because it provides the merchants with a means of reaching everyone in Black Rock—their select market."

"My dream," says Professor Jacobson, "is to implant the idea with the students that they too can someday find a community with similar needs and start a newspaper." □

FIEJ panel wants 51% dues hike; more responsibilities cited

A committee of the International Federation of Newspaper Publishers, or FIEJ, has recommended a 51-percent increase in members' dues to shore up the organization's finances.

For ANPA, the net effect of the proposal would be about a 35-percent increase because the dues are assessed in French francs. ANPA's dues payment, therefore, could increase from about $22,700 to about $30,800 (at current exchange rates). The assessment is based on the combined circulation of the newspapers in each FIEJ-member country's publishers association.

The recommendation for the assessment was made by the federation's Prospectives and Planning Committee, which met in Amsterdam Oct. 4. It will be reviewed by the FIEJ Executive Committee Dec. 5 in Paris. The organization's board of directors could get the proposal at its meeting in Jerusalem Jan. 27-30.

At the Amsterdam meeting, the planning committee acknowledged FIEJ's importance in monitoring UNESCO, sharing information and providing opportunities for publishers to meet with their colleagues in other countries.

The committee concurred that the financial pressure felt by FIEJ was not a result of mismanagement but of increased responsibilities, particularly as a watchdog for UNESCO activities in the field of communications.

Over the past few years, an increasing FIEJ deficit has been exacerbated by the declines in the value of French currency relative to stronger currencies such as the U.S. dollar.

In an effort to reduce FIEJ expenditures, the committee also agreed to recommend cutting the number of FIEJ committees almost in half and suspending the award of the Golden Pen of Freedom. Established in 1961, it acknowledges heroic efforts to defend press freedom around the world [presstime, Feb. 1982, p. 18].

ANPA is monitoring the federation's financial situation and the outlook for the Association's 1985 FIEJ assessment.

K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass., and a member of the committee, said in mid-October, "FIEJ's work at UNESCO has been of considerable value to ANPA and its members—and would be considerably more so should the United States follow through in its decision to withdraw from UNESCO at the end of December." □

Grenada-bound press goes instead to St. Vincent

The $30,000 press originally earmarked for a newspaper in Grenada has been donated to another Caribbean paper instead—The Vincentian on the island of St. Vincent.

Following the U.S. military intervention in Grenada, the ANPA Foundation Board of Trustees gave the World Press Freedom Committee money to purchase a reconditioned press for The Grenadian Voice, which had been closed by the late Prime Minister Maurice Bishop in 1981.

However, the newspaper was unable to locate a building to house the press [presstime, Aug. 1984, p. 37].

WPFC and the Caribbean Publishing and Broadcasting Association then recommended to ANPA Foundation that the press be diverted to The Vincentian.

Established in 1919, the weekly Vincentian is the only independent newspaper in the small country, another of the Windward Islands located about 70 miles north of Grenada. Five years ago, the WPFC and ANPA helped the paper acquire used Compugraphic typesetters donated by the Devils Lake (N.D.) Journal and The Janesville (Wis.) Gazette [presstime, Dec. 1979, p. 25]. □

WORLD PRESS NOTES

• ANPA Executive Vice President Jerry W. Friedheim wrote the president of the International Committee of the Red Cross, warning against participation in a world conference on "**safety of journalists**" planned for 1985.

Last month ANPA's Government Affairs Committee expressed "alarm" that the meeting will deal with "issues (that) too often have involved schemes for censorship through licensing journalists in the name of 'protection'" [presstime, Oct. 1984, p. 41].

• The Inter American Press Association has prepared a **guide for journalists**, entitled *Surviving Dangerous Assignments* [presstime, April 1984, p. 47]. Free copies are available from IAPA, 2911 N.W. 39th St., Miami, Fla. 33142.

• The publisher and the editor of Greece's largest newspaper have been charged with **tapping the telephone** of a Cypriot correspondent for The Daily Telegraph of London who worked part-time for The New York Times.

The journalist, Paul Anastasiades (who writes under the name Paul Anastasi) is currently appealing a libel judgment based on his charge that Ethnos Publisher George Bobolas and Editor Alexander Filipopoulos are agents of the Soviet Union [presstime, Feb. 1984, p. 32].

• Israeli military authorities have established a new policy that **bars Beirut-based journalists** from southern Lebanon. Only those with press credentials from Israel are now allowed in the occupied territory. Two journalists from the Associated Press and two from The Times of London were ordered to leave the area Sept. 20.

• Police in the Punjab state of India have **issued an arrest warrant** for an AP reporter who wrote about the Indian army's invasion of a Sikh temple four months ago.

Brahma Chellaney's reports are said to have violated Indian laws that prohibit news about the Sikh opposition to the government in Punjab and that make it a crime to offend or encourage conflict between religious groups.

• A U.S. journalist **held for 78 days** on drug charges was released by Colombian authorities Sept. 28. Thomas Quinn, a part-time correspondent for Time magazine, claimed he had been "set up" while he was researching an article on the sale of narcotics.

• Italy's leading daily newspaper has been purchased by a consortium of leading financial and industrial firms. **Corriere della Sera**, which had been in financial difficulty for several years, was previously owned by the Rizzoli publishing group.

"We bought Uniman 4/2 because we want to be the best daily paper we can be."

Gardner Pate,
General Manager and President
Stuart News

Uniman 4/2 is now "up and running," at The Stuart News, Scripps-Howard's rapidly growing, 26,000 circulation daily in Stuart, Florida. And it is achieving the improved print quality and productivity they expected.

"Sunday's edition used to require four to five press runs", stated Mr. Pate, "we now do it in two!"

UNIMAN 4/2 features ink fountains and direct plate dampening for high print quality and provides unique access within the arch for ease of maintenance.

M.A.N.-Roland's objective is to build and install the finest newspaper presses available. With Stuart now on-stream, the list of installations in North America is growing. UNIMAN 4/2, the affordable double-width offset press for growing newpapers who want the best. Take a look for yourself.

For a demonstration, or free brochure, write M.A.N.-Roland, Newspaper Press Division, 333 Cedar Avenue, Middlesex, N.J. 08846. Or call us at 201-469-6600.

UP AND RUNNING at The Stuart News

Sealant helps newspapers keep pressroom floors clean, safe

Many people believe not much can be done about newspaper floors that look like filthy asphalt driveways.

But the St. Petersburg Times and Evening Independent found a floor sealant that facilitates ink removal from pressroom floors and reduces the tracking of spilled ink into other areas of the plant.

The sealant makes the floors non-porous, rendering them ink-repellant and hence easier to clean.

"It (ink tracking) is a serious enough problem to warrant having 14 custodians doing nothing but cleaning the floors," observes Kent R. Worrall, the papers' warehouse and building manager. With the floors sealed, that custodial staff can clean about a 50-percent larger area each night than previously, he reports.

Worrall began experimenting three years ago with Gem Coat, a floor sealant manufactured by Rochester Midland Corp. in Rochester, N.Y. The initial tests were conducted on a one-foot-square area of the pressroom floor that was specially prepared and sealed with the substance.

"The experiment was a success," Worrall says, "but the process proved too expensive at the time." The Rochester Midland distributor in the St. Petersburg area would sell the product only in conjunction with a floor preparation and application service, he reports, and the firm wanted to charge the newspapers "$3,000 more than we were prepared to pay."

The test area was "rediscovered" after three years by custodians who had been cleaning around the spot "because it already looked clean," says Worrall.

"In fact, press floors in this area were a thunderous black," he notes, "but this square-foot patch just glowed with cleanliness."

Calling the distributor back, Worrall learned that the product could now be purchased without the accompanying application services. The newspapers bought the product, and their custodians began the process of sealing the entire pressroom floor.

While the sealant helps keep the floors clean—enough so that Worrall has been receiving telephone calls about it from distant newspapers—the substance is not without its caveats and drawbacks.

"The problem with Gem Coat is that it must be applied on a very clean floor," Rochester Midland Chairman Alvin D. Keene points out. "Most people won't make the effort to put it down correctly."

The St. Petersburg staff first used hydrochloric acid to loosen and remove the ink and to bleach the concrete floors.

George Cashau, ANPA director/technical research, points out that using hydrochloric acid can be dangerous because it can release chlorine or hydrogen chloride, both of which are toxic.

After the application of acid, the papers' staff mopped the floor with baking soda to neutralize the acid. Then the floors had to be covered with newsprint roll wrappers.

Besides requiring very clean floors before being put down, the sealant is difficult to apply and also gives off very strong fumes during application, according to Keene of Rochester Midland. Worrall says that because of the volatility of the fumes, the newspapers' staff had to make sure the rooms were well-ventilated and no one smoked during the application.

Sealants facilitate ink cleanup.

Using paint rollers, custodians applied three coats of the sealant on each of three days, allowing each to dry for three hours. Then the floor had to be re-covered with roll wrappers while the press crews worked.

Despite the problems involved in applying the sealant, Worrall says the results were "just what the doctor ordered" to keep the floors and halls clean. "We're happy with it. It lends a brighter atmosphere to the press area."

He also says the newspapers are experimenting with using soap and water

REGISTRATION!

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instead of solvents to clean the newly sealed floors.

ANPA's Cashau observes, "This is a very significant development for the newspaper business. If you can keep the floor clean and prevent slippage, you would go a long way toward preventing accidents in the pressroom."

He adds that a clean pressroom is a "psychological incentive" for workers.

Manufacturer Keene says the main ingredient in the Gem Coat is a "moisture-cured" urethane that repels ink. He also says other floor solvents with similar ingredients are available from other manufacturers. *—Paul Kruglinski*

TECHNOLOGY NOTES

• Harris Graphics Corp., a major supplier of newspaper equipment, made an initial **public offering of common stock** on the New York Stock Exchange Oct. 10. The firm sold three million shares at $14 per share.

According to the firm, which spun off from the Harris Corp. in a leveraged buyout last year, the proceeds will be used to redeem preferred stock and to reduce long-term debt.

On June 30, after its first full fiscal year, the firm reported sales of $460 million and net income of $16.2 million, up from $3.9 million. New orders were reported at $491 million and employment at 4,400.

• A federal bankruptcy judge has **approved reorganization plans** filed by AM International Inc., a supplier of typesetting equipment.

The plan calls for the firm to pay $201 million in cash and distribute 40 million new shares of common stock to satisfy creditors.

• Compugraphic Corp. has **reorganized into three divisions**: North American Division (for sales and marketing), Newspaper Systems Division and Field Engineering Division. The latter will include the company's reconditioned equipment unit.

• Western Lithoplate and Supply Co., a supplier of graphic arts materials, has **changed its name** to Western Lithotech. According to the firm, the new name is designed to reflect the diversified nature of the company's product line.

• ImagiTex Inc., a manufacturer of scanners used in pagination systems, has **completed a second round of venture capital financing** worth $5.5 million.

Among the investors are American Research and Development, Hambrecht & Quist, Venture Founders, Morgan Holland and J.F. Shea, along with second-round investors Merrill Lynch, Charles River Partnership, Bay Partners, Nordic Investors and New England Capital.

According to the firm, the capital will be used for product marketing and further product development.

• Hercules Inc., a supplier of plates and platemaking equipment, announced the **acquisition** of Winston Technologies, a manufacturer of toners used in copiers, facsimile receivers and computer printers.

The firm is a wholly owned subsidiary of Hercules operating under the name Edgraph Inc.

• Digital Equipment Corp. and Computer Graphics Laboratories Inc. have **entered into a cooperative marketing agreement** whereby DEC will market CGL's Images II electronic graphic arts system.

According to DEC, Images II has a wide range of newspaper and other media applications.

TECHNOLOGY CALENDAR

• **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.

• Printing Industries of America will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare Airport, Chicago.

• The second annual **Gutenberg International** graphic arts show will be Nov. 15-18 at the Convention Center in Washington, D.C.

• The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

• The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and New Orleans Convention Center.

• The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.

• **Print 85** will be April 13-20 at McCormick Place in Chicago.

Death sentence given in slaying of carrier

The man convicted of killing an Omaha World-Herald newspaper carrier last year has been sentenced to death.

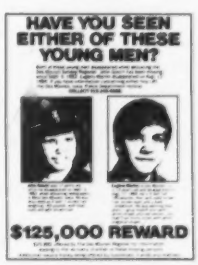
John J. Joubert, a 21-year-old airman stationed at Offut Air Force Base on the outskirts of Omaha, pleaded guilty to fatally stabbing 13-year-old Danny Joe Eberle in September 1983, as well as another boy, who was not a carrier, several months later.

The Oct. 9 sentence, a unanimous decision of a three-judge panel at the Sarpy County District Court, is subject to review by the Nebraska Supreme Court.

The Omaha incident is one of a series of four murders and two disappearances of carriers in the United States in the past 26 months [presstime, Sept. 1984, p. 6].

In May, Robert Golliver, convicted of fatally stabbing a 14-year-old Newsday carrier on Long Island in March 1983, received a sentence of 41 years to life.

Still undecided are the fates of the accused killers of two girls abducted and murdered while collecting from customers on their paper routes earlier this year. The trial of James B. Wales, accused of the March killing of 12-year-old Cheri Lindsey, a carrier for The Evening Press of Binghamton, N.Y., began in mid-October. The trial of Donald E. Beaty, accused of the May killing of 13-year-old Christy Ann Fornoff, a carrier for The Phoenix Gazette, will resume in January.



Still unsolved are the disappearances of two Des Moines Register carriers—13-year-old Eugene Wade Martin, who was last seen Aug. 12, and John Gosch, who was a 12-year-old when he disappeared in September 1982. Both boys, last seen preparing for their Sunday morning routes, are the subjects of nationwide searches.

Rewards totalling at least $35,000 have been offered for information on the two—$25,000 by the Register, $5,000 by the Iowa Newspaper Association and $5,000 by WHO-TV and radio. Through posters and ads containing pictures of the missing boys, the Register has extended the search for the two throughout North America. □

Plans dropped to compare reader, broadcast data

Efforts to make direct comparison between television audiences and newspaper readership available to papers subscribing to the 1985 Newspaper Ratings Study died earlier this year, and negotiations for radio data finally broke down in late October.

"Maybe sometime in the future this subject (radio-newspaper ratings) will come up again, but whether it will or when it will I don't think any of us has any way of guessing," said Edward Barz, senior vice president of Simmons Market Research Bureau, just after talks with Arbitron Ratings Co. concluded Oct. 23.

As for making television ratings easily available to newspapers and giving television stations easy access to newspaper readership data, that is "not possible in the near future," said Barz, who was negotiating with Arbitron as a member of the management committee of Simmons-Scarborough Syndicated Research Associates.

According to terms of a preliminary agreement announced Oct. 1 by Simmons-Scarborough, Arbitron radio-audience data could have been purchased by papers subscribing to the syndicated research for an additional $3,000 in the top-10 markets, with a sliding price scale for papers in smaller markets.

Arbitron radio and television data are available to newspapers, and vice-versa, but at a cost considered prohibitive.

Competing media are charged the rate paid by the most expensive participating station or paper.

Television stations can pay as much as "half a million" for audience ratings "in the largest cities like New York, Chicago or Los Angeles," Peter R. Megroz, Arbitron vice president, TV sales and marketing, said when the idea of making TV data available to newspapers was raised last year.

In the top 10 markets, Megroz said, the "typical rate would be around $100,000 a year" [presstime, Dec. 1983, p. 37]. For radio, "the range would be up to $300,000," said Rhody A. Bosley, Arbitron vice president, radio sales and marketing.

For the Newspaper Ratings Study, concentrated in the top 50 markets, participating papers pay an average of $20,000, with the top price about $40,000 said S-SSRA President John Polich.

Both Barz and Bosley agree that the stumbling block in the latest effort was the radio stations.

They were "up in arms," said Bosley, because preliminary agreements worked out between Barz and his predecessor at Arbitron, William P. Livek, would have made quarterly reports of radio ratings available to newspapers in exchange for the two-year shelf life of syndicated newspaper studies.

"The availability of frequent data upset the radio stations," said Barz. "We explored compromises," he said, "but there wasn't any compromise that would be satisfactory."

Such an agreement had been under discussion for more than a year, as Simmons Market Research Bureau and Scarborough Research Corp., then conducting separate syndicated research studies, each attempted to establish an exclusive link with Arbitron.

Although the two firms still operate independently for other work, they formed a separate company—Simmons-Scarborough Syndicated Research Associates—to handle syndicated newspaper research [presstime, June 1984, p. 47].

—*Marcia Ruth*

SAU symbol, design granted trademarks

ANPA Sept. 18 received federal trademark registration for SAU®, representing the Standard Advertising Unit system, and the SAU design, a rectangular box enclosing the stylized letters SAU with arrows in the top right and bottom left corners.

The ANPA Legal Department advises that in published references, the letters SAU should be capitalized, the registered trademark symbol ® should be used and mention should be made that SAU and the SAU design are registered trademarks of ANPA [presstime, April 1984, p. 55]. □

Advo disclaims rights to 'TMC' in settlement

Advo-System Inc. has agreed to give up its trademark on the term "TMC," which many newspapers use as shorthand for their total-market-coverage programs. The action came in settlement of a case ANPA filed with the U.S. Patent and Trademark Office protesting Advo's exclusive rights to the term.

As part of the settlement, Advo also agreed to drop its application for trademark registration of the phrase "total market coverage." In return, ANPA agreed not to oppose Advo's request for a trademark on the term "marriage mail." That application already has been denied by a Patent and Trademark Office hearing examiner, but Advo appealed the decision.

The Hartford, Conn.-based direct-mail firm held a trademark on TMC since February 1978 for a total-market-coverage service it offered to newspapers. Advo had objected to newspapers' frequent use of the term. It had complained in trade advertisements and letters to individual newspapers.

ANPA in May 1983 filed a petition asking the Patent and Trademark Office to rescind the trademark because the term TMC was used generically by newspapers long before Advertising Distributors of Washington Inc.—now owned by Advo—received exclusive rights to its use [presstime, Jan. 1984, p. 41].

The case grew into a forum in which Advo sharply attacked ANPA. Advo said in its official response to the Association's petition that ANPA is "guilty of unclean hands" by engaging in "a campaign of unauthorized use (of TMC) to create in the public record" the appearance that the letters TMC had become a general industry term.

ANPA Counsel Claudia James said the settlement means newspapers "can continue to use the term TMC freely, as they have always done, without fear of harassment or lawsuit from Advo."

She said there is no requirement that ANPA or newspapers must refrain from using the term "marriage mail." Still, James said she would advise newspapers to be "cautious in any use of 'marriage mail.'"

James said some newspapers already have gotten letters from Advo objecting to their use of the term. □

Telemarketing can be an efficient sales tool

BY CRAIG C. STANDEN

One of the fastest-growing trends in the newspaper business is telemarketing, the use of the telephone to improve productivity in advertising sales.

Most newspapers have used telephone salespeople to sell subscriptions and classified advertising for many years, but widespread use of telephone selling in retail, co-op and national advertising is less than a decade old.

Telemarketing involves a good deal more than merely substituting a telephone call for an in-person sales call.

It uses the telephone, on a systematic basis, for a wide variety of selling and marketing tasks. They include: qualifying prospects, scheduling and following up on in-person calls, servicing contract advertisers, selling space in zoned editions and special sections to infrequent advertisers and non-advertisers, backing up outside salespeople during vacations and illnesses, serving as an "ombudsman" for advertisers with problems, and making market surveys of both consumers and advertisers.

A well-organized telemarketing program produces a significant volume of sales at a fraction of the cost of in-person sales calls. It also allows your outside advertising sales force to devote more time to the high-skill jobs you pay them for, such as working with key advertisers, handling problem accounts and face-to-face selling of important new-business prospects.

The bureau has been involved in telemarketing since 1974, when our first telephone training program for newspaper personnel was published. Today, we offer 10 different telemarketing training programs, workshops and seminars for NAB-member newspapers.

One is brand new: the Total Telemarketing Training Workshop. Developed by Marie Holland, our vice president for telemarketing and one of the nation's leading experts on telemarketing and phone-room management, it's a one-day workshop designed to make newspapers' telemarketing programs work more smoothly, more efficiently and more profitably.

It does this by (1) improving, broadening and updating the skills of your experienced telemarketing and telephone sales supervisors and trainers; (2) showing new managers, supervisors and trainers how to run a telemarketing operation; and (3) demonstrating how telemarketing can be put to work smoothly in new departments within a newspaper's existing sales organization (e.g., retail, national and co-op).

"This is the most comprehensive telemarketing program we've ever put together," says Holland. "It's the first program ever to cover all the aspects of telephone selling used by newspapers. It will give telemarketing managers and supervisors all the tools they need to make telemarketing truly effective."

The workshop will be conducted on a regional basis in a number of cities in all parts of the United States and Canada. The first locations will be announced shortly.

If your newspaper has a telemarketing operation and wants to improve it or expand it to new departments, or if you are thinking about starting a telemarketing operation in the advertising sales area, you may want to send one or more of your supervisors to the workshop in your area.

For more information, or to get your reservation in early, call Marie Holland at (212) 704-4513. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Classified advertisers' planbook available

A new 'planbook' especially designed for use by classified advertisers has been published by the Newspaper Advertising Bureau.

The book includes daily planning worksheets covering November 1984 through January 1986.

Eric Anderson, the bureau's vice president for classified advertising, said the 56-page book represents a "cooperative effort by a number of newspaper classified executives."

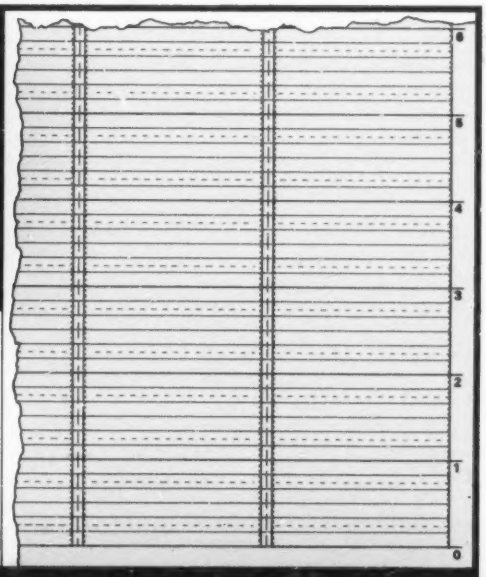
NAB-member newspapers can buy the book for $3.75 a copy. For more information, contact NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. □

NEW!
Standard Ad Unit GRID SHEETS

MPS has the new 13" SAU® grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU® column sizes. In addition 5 sizes are in stock for make-up of ads less than full-page sizes.

Free samples are available. Call Dick Morton at 1-800-621-1507 to discuss your SAU® grid sheet requirements.

SAU is a registered trademark of ANPA



MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656, (312) 867-4646

Court lifts injunction against ITU merger efforts

A federal district court judge in San Francisco has dissolved an injunction that since May 1 had prohibited the International Typographical Union from taking any action on merger with another union.

The Oct. 8 action by Judge Thelton E. Henderson cleared the way for the ITU to seek a merger agreement with the Graphic Communications International Union as urged by the ITU's recent convention in Atlantic City [presstime, Oct. 1984, p. 52].

ITU President Robert S. McMichen and GCIU President Kenneth J. Brown have already held what an ITU spokesman described as a "preliminary meeting." Neither McMichen nor Brown was available to comment on that meeting.

If an agreement is not reached with the GCIU or another AFL-CIO affiliated union by Jan. 6, then, according to an agreement reached at the Atlantic City convention, the ITU membership will vote on a proposal for affiliation with the International Brotherhood of Teamsters.

At its five-day convention that started Sept. 17, three days after the ITU convention ended, the GCIU focused on the merger of unions within the printing and publishing industry. Charles A. Perlik Jr., president of The Newspaper Guild, told the convention in Miami Beach that his union is maintaining "complete flexibility" on the merger issue. "If that means participating in merger negotiations," he said, "we are prepared for that. If it means once again waiting in the wings while offering what assistance we can, we are ready for that, too."

Meanwhile, there was a flurry of other developments involving the ITU:

• Twelve of the union's 24 international representatives and three staff members—one at the union's Ottawa office and two at the Colorado Springs headquarters—were fired by the five-man executive council. All received letters from McMichen stating that "because of your past conduct . . . the president and executive council do not have confidence that you will carry out the directives of the president and support the policies of the executive council." Most of those discharged are known to be supporters of a merger with the Teamsters.

A spokesman at ITU headquarters said there were no plans "at present" to replace those discharged.

ITU officials (from left) President McMichen and vice presidents Allan J. Heritage, Billy J. Austin and William J. Boarman listen to ITU convention discussion.

• The International Federation of Staff and Office Employees Union No. 2, the bargaining representative of the fired staffers, subsequently filed protests with the ITU under the grievance procedure of its labor agreement.

• The president of the employees' local No. 2, Thomas J. McGrath, who was one of the fired international representatives, filed charges against the ITU with the National Labor Relations Board.

• The union's Canadian office, which was closed after McMichen took office Aug. 27, reopened Oct. 5 under the direction of David L. Brown, president of Ottawa Typographical Union No. 102.

• Representatives of 67 ITU locals, primarily mailers who favor a merger with the Teamsters, met in Chicago Sept. 29-30 to form the "ITU Coalition for Merger."

—Clark Newsom

NLRB elections

Boston Globe, IBEW: Technicians in the Technical Service Group voted 6-3 in favor of representation by Local 103 of the International Brotherhood of Electrical Workers.

(NLRB Case No. 1-RC-16125)

Birmingham Post-Herald and News, GCIU: Truck drivers, helpers, paper handlers and building service employees voted 7-3 in favor of continued representation by Local 569 of the Graphic Communications International Union.

(NLRB Case No. 10-RD-899)

Cocoa (Fla.) Today, IBT: Truck drivers and mailroom employees voted 34-14 in favor of representation by Local 385 of the International Brotherhood of Teamsters.

(NLRB Case No. 12-RC-6521)

Glens Falls (N.Y.) Post-Star, TNG: Editorial, commercial and part-time mailroom employees voted 44-11 in favor of representation by Local 34 of The Newspaper Guild.

(NLRB Case No. 3-RC-8578)

Newsday, Long Island, N.Y., GCIU: Research department employees voted 6-4 against representation by Local 406 of the GCIU.

(NLRB Case No. 29-RC-6210)

Watsonville (Calif.) Register-Pajaronian, GCIU: Editorial employees voted 14-6 against representation by Local 777 of the GCIU.

(NLRB Case No. 32-RC-1996)

NLRB rules against Guild on resignations from union

A provision in The Newspaper Guild's constitution that prohibits resignation from the union during a strike "or at a time when a strike or lockout appears imminent" is unlawful, according to a recent decision of the National Labor Relations Board.

The case stemmed from a 1978 strike by the union against the New York Daily News. The board's decision came nearly four years after an administrative law judge's ruling that the union violated the Taft-Hartley Act when its representatives threatened members employed by the News with fines and loss of benefits if they resigned from the union [presstime, March 1981, p. 45].

The board affirmed the judge's ruling and also held that the union violated the act by fining two members who had resigned and crossed picket lines to work during the strike. The judge had declined to rule on the legality of the resignation-ban provision in the Guild constitution.

The board said its recent decision in a case involving the International Association of Machinists and Aerospace Workers "is controlling here." In that case, which is being appealed to a federal court, the board ruled that a union may not restrict a member's right to resign [presstime, Sept. 1984, p. 48].

In the newspaper case, the board ordered the Guild to remove the unlawful resignation provision from its constitution.

"We will not comply with the board's order," said David S. Barr, an attorney for the Guild, "because a similar case is under review in the U.S. Supreme Court, and the issue will be definitively decided by that court." The NLRB will seek enforcement of its order by a U.S. Court of Appeals.

In another recent case, this one involving the New Haven (Conn.) Register and Journal-Courier, the board ordered the International Typographical Union to remove from its bylaws a provision that members must have the consent of the local union to resign [presstime, Aug. 1984, p. 49].

(Newspaper Guild of New York, Local 3, and New York News Inc., 271 NLRB No. 192) □

Board decisions in Greensboro uphold newspaper, union

The company and the union were each upheld once in two recent NLRB decisions involving the Greensboro (N.C.) News & Record and a local of the Graphic Communications International Union.

In the first ruling, the board overturned an administrative law judge's finding that the newspaper violated the Taft-Hartley Act by transferring Shirley Shatto from the advertising copy desk to the outside job of advertising department dispatcher to discourage her union-organizing activities [presstime, Jan. 1983, p. 37].

No back pay was involved in the case, and Shatto resigned from the company prior to the board's decision.

The other decision affirmed another judge's finding that the company unlawfully discharged pressman James L. Roberts [presstime, March 1984, p. 47]. The board agreed with the judge that Roberts, the local union's president, had been fired because of his union activity. It ordered the newspaper to reinstate him with back pay.

The company said it would comply with the board's order.

(Greensboro News Co. and Greensboro Printing and Graphic Communications Union, Local 319, Cases 271 NLRB No. 98 and 272 NLRB No. 28) □

Canadian daily publishing again after long shutdown

The Sudbury (Ontario) Star resumed publication Oct. 15 after a nearly eight-month shutdown.

The daily suspended publication Feb. 22 in a labor dispute involving new agreements with three unions. Locals of The Newspaper Guild, the International Typographical Union and the Graphic Communications International Union claimed their members were "locked out," but the company said the workers' interference with production by holding contract "study sessions" on the job was a strike under the province's labor laws [presstime, April 1984, p. 62].

Members of the unions ratified new agreements Oct. 11 that provide across-the-board wage increases of 5, 6 and 5 percent over three years retroactive to July 1, 1983. □

NLRB general counsel finally seated

President Reagan has given Rosemary M. Collyer a recess appointment as general counsel to the NLRB, replacing William A. Lubbers.

Collyer, 38, had been serving as chairman of the federal Mine Safety and Health Review Commission, which resolves disputes under the federal mine-safety laws. She was nominated last April, but Senate Democrats blocked her confirmation after the AFL-CIO opposed it [presstime, Sept. 1984, p. 45].

The recess appointment will run until the end of the next session of Congress, in December 1985. □

Recent contract settlements

Houston Post, GCIU: Two-year agreement covering photoengravers; retroactive to Jan. 1, 1984.

Indianapolis Star and News, GCIU: Four-year agreement covering photoengravers; retroactive to March 21, 1984.

Indianapolis Star and News, ITU: Four-year agreement covering mailroom employees; retroactive to Nov. 27, 1983.

Memphis Commercial Appeal, GCIU: Two-year agreement covering pressmen; retroactive to Feb. 1, 1984.

San Antonio Light, Guild: Two-year agreement covering editorial and commercial employees; retroactive to March 19, 1984.

San Antonio Light, ITU: Five-year agreement covering composing room employees; retroactive to Feb. 29, 1984.

San Diego Union and Tribune, ITU: Four-year agreement covering mailroom employees; retroactive to Aug. 2, 1984.

(Details in October and November 1984 ANPA Labor & Personnel Relations Letters.)

Health issues addressed at symposium

Ten experts addressed current health and safety issues at ANPA's 1984 Health and Safety Symposium Oct. 11-12 in Chicago.

In a review of the federal Occupational Safety and Health Administration's Hazard Communication Standard, often referred to as the "right-to-know" standard, George Cashau, ANPA director/technical research, said that the question to be answered is: "What responsibility do I as an employer have to my employees?"

In addition to being prepared to handle a communications program on work hazards, Cashau said, newspapers should protect employees through training, personal protective equipment and an industrial-hygiene survey.

He reminded the 71 symposium attendees that by Nov. 25, 1985, chemical manufacturers must supply data sheets on hazardous materials, mixtures and chemicals to buyers and must also label all containers with 1 percent or more of a hazardous substance and one-tenth of 1 percent of a carcinogen [presstime, Dec. 1983, p. 20].

Employers must comply with all parts of the standard by May 25, 1986.

Cashau suggested that newspapers begin making plans and taking action sooner than that date.

In another discussion, "Assessment of Alleged Hazards," Dr. John Peters of the University of Southern California detailed methods for determining whether there is a cancer risk in a working population. Although acknowledging that such assessment causes management concern, the director of USC's Division of Occupation Health said it is better for a business to learn if problems exist or to learn that there are no problems regarding cancer in a particular industry.

"Respiratory disease is the major cause of ill health and disability in this country and currently ranks fifth as a cause of death," Dr. Henry Glindmeyer, associate professor of medicine and bio-medical engineering at Tulane University, also told attendees.

Glindmeyer discussed use of a spirometer to measure lung capacity in respiratory health surveillance.

Among other program topics were workers' compensation, federal and state government activities involving issues such as VDTs, the "superfund" created by the federal government to assist in cleaning up toxic and hazardous waste sites, and reviews of health-care cost and containment. □

Jerry Tomaselli, Chicago Tribune

Dr. Howard R. Brown, medical director of The New York Times, answers question as Marvin G. Kanne (left), industrial relations director of the St. Louis Post-Dispatch, listens.

Occupational outlook offered

Employment of reporters and correspondents is expected to grow about as fast as the average for all occupations through the mid-1990s, according to the U.S. Department of Labor's recently released 1984-85 edition of the *Occupational Outlook Handbook*.

The department said the growth will come about primarily because of an anticipated increase in the number of small-town and suburban daily and weekly newspapers.

"For the most part," the government report said, "little or no increase is expected in the number of big city dailies."

On the other hand, as reflected in the decline in membership of the International Typographical Union [presstime, Oct. 1984, p. 52], the government expects employment of compositors and typesetters to decline through the mid-1990s. Compositors and typesetters held about 104,000 jobs in 1982, nearly 40 percent of them in newspaper plants, according to the report.

Also in the production area, employment of press operators is expected to grow more slowly than the average for all occupations. Productivity improvements centering around faster and more efficient web-offset presses will permit the rapidly growing demand for printed materials to be met with only a modest rise in the number of press operators, the report said.

"The dominant trend in major industry sectors such as newspapers is for employment of production workers to grow much more slowly than that of administrative, managerial, sales and other non-production workers," the report noted. □

Hikes average 5%

Wage increases for 1984 and 1985 in U.S. newspaper labor agreements are averaging 5.0 and 5.2 percent, respectively, according to a study of 221 settlements received by the ANPA Human Resources Department during the first seven months of this year.

The agreements cover editorial, mechanical and delivery employees.

The average wage increases are listed below:

	1984		1985	
Jurisdiction	No. of Contracts	Average Wage Increase	No. of Contracts	Average Wage Increase
Composing Room	61	4.6%	34	5.0%
Pressroom	65	5.0%	46	5.2%
Photoengraving	20	5.3%	14	5.1%
Mailroom	24	5.7%	16	5.5%
Drivers	21	4.9%	15	5.2%
Editorial (based on reporter top scale)	30	5.1%	27	5.3%
Total	221	5.0%	152	5.2%

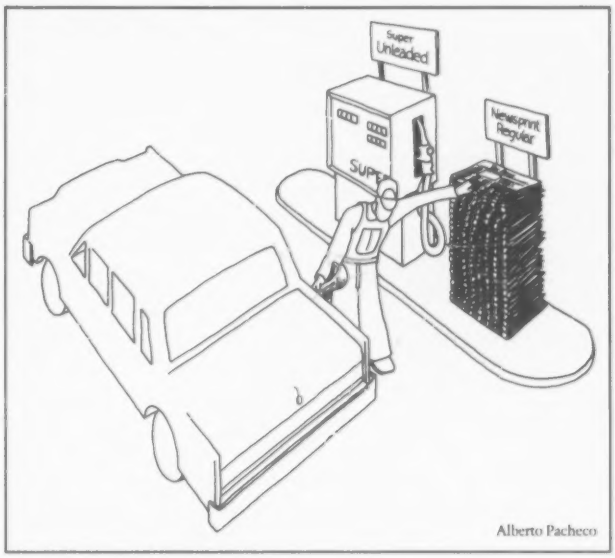
Scientists study a new way to get mileage from old papers

What can be done with newspapers after people read them?

That's a question that keeps some people up at night. It sends environmentalists to the picket line, spurs recycling petitions, gives local politicians an issue and publishers a headache.

But for scientists, it is food for thought and fuel for cars.

While technological advances come and go, some do so more than once. Such is the case with two Florida Institute of Technology researchers who are, in a manner, recycling an old technology to make it possible for cars to run on used newspapers.



Alberto Pacheco

Drs. John J. Thomas and Ronald G. Barile are experimenting with a process in which newspapers and other materials containing cellulose are used as the basis for making fuel. The scientists had a pilot production plant constructed in Melbourne, Fla. It produces an oxygenated hydrocarbon that can be used in place of gasoline in internal-combustion engines.

The process involves subjecting cellulose to steam and hydrochloric or sulphuric acid to produce levulinic acid. The latter is then converted into methyl tetrahydrofuran, a fuel that will burn inside the engine of a traditional motor vehicle.

"Most (scientists) are converting cellulose into ethanol," Thomas says, adding that ethanol can only be used in tandem with gasoline to produce what is known as gasohol. "I think what we're trying to do is compete with ethanol."

The technology the scientists are using was developed in the early 19th century. Although some researchers tested the process during the 1920s and '30s, Thomas says, the projects were abandoned because of the availability of cheap petroleum-derived fuels. Since the jump in crude-oil prices in the early 1970s, the process has regained economic credibility.

"We want an economical process," Thomas emphasizes. "We want a fuel that can be used in present-day engines."

On both counts, the scientists have achieved a degree of success. The pilot plant is producing the fuel, about 2 to 10 gallons per week, at an estimated cost ranging from $1-2 per gallon. While $2 a gallon is not competitive with gasoline at the present time, it is far less than the approximately $10-per-gallon commercial cost of tetrahydrofuran, a nearly identical compound. Additionally, the scientists believe that, on a mass-produced basis, the price per gallon could drop below $1.

In tests to date, the fuel achieved a 26-percent increase in mileage compared with conventional unleaded gasoline. Because the fuel is an oxygenated hydrocarbon, it burns more cleanly than gasoline and lacks the corrosive effect that ethanol has on engines. Preliminary tests indicate that the fuel is not plagued with carbon monoxide and hydrocarbon emission problems and does not need additives to perform satisfactorily.

The scientists are currently seeking grants and funding to increase the size and scope of their project.

Even if the alternative fuel project were to stall, Thomas says, the chemicals produced by the process can be used for other products. For instance, levulinic acid, a transitional chemical derived during the Thomas-Barile process, is used to make plastics, resins, solvents, flavors, solder flux and other materials; tetrahydrofuran, which is derived from levulinic acid, is a solvent for many substances, among them printing ink.

Certainly one of the biggest things the project has going for it is the availability of "raw" materials.

"Nobody is eating newspapers these days," says Floridian Thomas. "We don't have to use materials that compete with food supplies."

Well, not exactly. Up in the Snow Belt, some Canadian scientists have seized on the cellulose content of newsprint to produce chicken feed [presstime, June 1984, p. 24]. —*Paul Kruglinski*

Strikes continue at two newsprint mills

Strikes continued at two North American newsprint mills in October.

The La Baie, Quebec, mill of Consolidated-Bathurst Inc. remained closed by members of the Confederation of National Trade Unions. They walked off their jobs July 27. But in the United States, the Port Angeles, Wash., mill of Crown Zellerbach Corp. is being operated by non-union personnel despite a strike by the Association of Western Pulp & Paper Workers that began Aug. 28.

Also on the labor front, members of the Canadian Paperworkers Union ratified a three-year contract at CIP Inc.'s Dalhousie, New Brunswick, mill. It provides for a wage freeze for the first 18 months and pay hikes equaling 11 percent over the last half of the contract.

Members of the same union also ratified a three-year contract at Great Lakes Forest Product Ltd.'s Thunder Bay, Ontario, mill. The contract was based on an agreement the CPU reached earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third. □

Consumption climbs again in August; eighth straight month

For the eighth consecutive month, newsprint consumption by all U.S. users and by U.S. daily newspapers increased in August compared with 1983 levels.

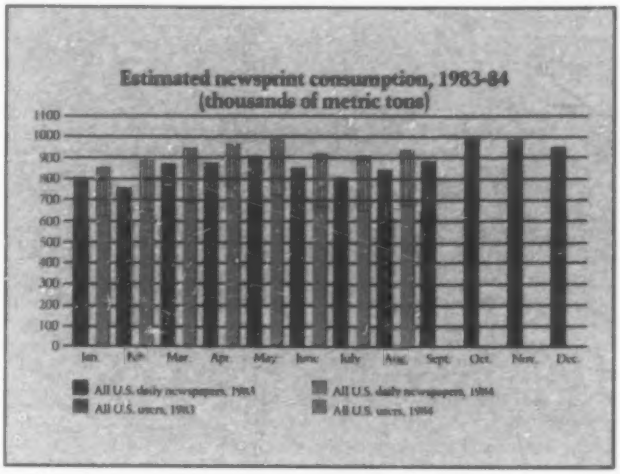
The estimated consumption in August by all U.S. users was up 10.7 percent from August 1983. During the first eight months of this year, consumption by all users was 9.4-percent higher than that during the same period last year.

Consumption by U.S. daily newspapers rose 7.6 percent in August and 5.9 percent during the eight-month period.

At the end of August, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 48 days, versus 46 days in August 1983. Stocks of North American mills were down 23.6 percent from year-earlier levels.

The August operating rate for Canadian mills was 94 percent, and for U.S. mills, it was 91.4 percent.

Shipments from Canadian mills for the first eight months of the year were 9.2 percent higher than those for the same period in 1983. Canadian shipments to the United States increased 12.9 percent, shipments within Canada were up 12.2 percent and exports overseas decreased 7.6 percent. Domestic shipments from U.S. mills were up 11.5 percent.



Estimated consumption of all U.S. users

	1984	1983	% Change
June totals	916,000	858,000	+6.8(r)
July totals	908,000(r)	816,000	+11.3(r)
August totals	938,000(p)	847,000	+10.7(p)
Eight-month totals	7,399,000(p)	6,764,000	+9.4(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	July 1984	July 1983	% Change
Northeast	153,974	146,245	+5.3
North Central	137,989	130,141	+6.0
South	211,760	197,020	+7.5
West	156,069	136,011	+14.7
Circulation size			
up to 25,000	45,863	46,653	-1.7
25,001-100,000	115,036	111,148	+3.5
Over 100,000	498,893	451,616	+10.5
July totals	659,792(r)	609,417	+8.3(r)
Seven-month totals	4,720,766(r)	4,470,021	+5.6
Region	**August 1984**	**August 1983**	**% Change**
Northeast	160,244	153,486	+4.4
North Central	143,659	137,718	+4.3
South	218,940	201,676	+8.6
West	158,386	140,177	+13.0
Circulation size			
up to 25,000	47,172	49,768	-5.2
25,001-100,000	123,070	115,018	+7.0
Over 100,000	510,987	466,271	+9.1
August totals	681,229(p)	633,057	+7.6(p)
Eight-month totals	5,401,995(p)	5,103,078	+5.9(p)

Production

	Canada	U.S.A.	North America
August 1984	775,291	426,098	1,201,389
August 1983	725,731	418,441	1,144,172
Increase	+49,560	+7,657	+57,217
	+6.8%	+1.8%	+5%
Eight months 1984	5,973,807	3,377,759	9,351,556
Eight months 1983	5,581,081	3,117,916	8,698,997
Increase	+392,726	+259,843	+652,559
	+7.0%	+8.3%	+7.5%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1984	548,737	79,296	123,770	751,803
August 1983	492,019	82,416	121,894	696,329
Eight months 1984	4,367,768	700,487	883,647	5,951,902
Eight months 1983	3,868,631	624,312	956,591	5,449,534
Increase or decrease	+499,137	+76,175	-72,944	+502,368
	+12.9%	+12.2%	-7.6%	+9.2%
From U.S. mills				
August 1984	396,935	—	19,999	416,934
August 1983	399,090	—	18,568	417,658
Eight months 1984	3,243,281	—	174,274	3,417,555
Eight months 1983	2,908,493	—	178,906	3,087,399
Increase or decrease	+334,788	—	-4,632	+330,156
	+11.5%	—	-2.6%	+10.7%
From North American mills				
August 1984	945,672	79,296	143,769	1,168,737
August 1983	891,109	82,416	140,462	1,113,987
Eight months 1984	7,611,049	700,487	1,057,921	9,369,457
Eight months 1983	6,777,124	624,312	1,135,497	8,536,933
Increase or decrease	+833,925	+76,175	-77,576	+832,524
	+12.3%	+12.2%	-6.8%	+9.8%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1984	872,610	40	8
June 1983	808,475	42	7
July 1984	954,805	43	8(r)
July 1983	825,638	42	6
August 1984	963,950	41(p)	7(p)
August 1983	848,560	40	6
Canadian mills			
August 1984	324,388	--	--
August 1983	387,847	--	--
U.S. mills			
August 1984	60,910	--	--
August 1983	116,926	--	--

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Firms postpone price increase after protests from publishers

After telling customers they would increase newsprint prices for the second time in six months and drawing the wrath of newspaper publishers, two Eastern Canadian producers postponed the hike.

Abitibi-Price Inc., the world's largest producer of newsprint, originally said that on Jan. 1 it would raise the price for U.S. customers 6.5 percent—from $535 to $570 per metric ton—and for Canadian customers 8.5 percent—from $585 to $635 (Canadian). Reed Inc. followed suit.

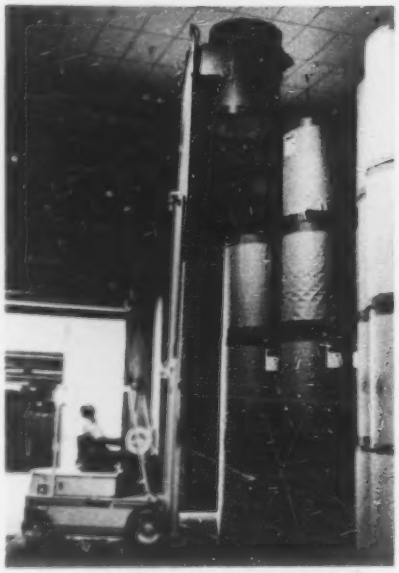
But a few days later, hearing the protests of newsprint users, Abitibi and Reed said they would delay the increase until April 1. Rothesay Paper Ltd. also reportedly notified customers of a price increase but later rescinded that warning.

"It was just an ill-timed price increase," Homer E. Taylor, president and general manager of Scripps-Howard Supply Co., said of the overall situation.

According to Taylor, a member of the ANPA Newsprint and Transportation Committee, major customers "felt the market was too soft and the timing was too soon" after the last increase by Eastern producers—July 1. At that time, prices went up 7 percent for U.S. customers and 8.3 percent for Canadian customers [presstime, May, 1984, p. 68].

Whether the new date of April 1 will stick will depend on how the market is perceived during the remainder of this year and early next year, he said. "Right now it appears to be very loose."

U.S. publishers' stocks are abundant. At the end of August, they averaged 48 days' supply, compared with 46 days a year earlier. □



St. Petersburg Times

U.S. newsprint stocks currently are high.

Demand reaches 10.5 million tons

Newsprint demand in the United States, including consumption and inventories, increased from 9.9 million metric tons in 1982 to 10.5 million tons last year, according to "Newsprint Data," an annual survey published by the Canadian Pulp and Paper Association.

Japan, at 2.7 million metric tons, had the second largest demand figures, the survey showed.

Scandinavia led the world in 1983 growth in newsprint capacity, with an increase of 305,000 metric tons. The United States was second, increasing by 80,000 tons, followed by Canada at 35,000 tons.

Canada was first in production with 8.5 million metric tons. The United States was second at 4.7 million and Japan third at 2.6 million.

Other facts cited in the report:

- World newsprint demand reached 25.2 million metric tons, an increase of 3.7 percent over 1982. World demand was 82 percent of capacity compared with 80 percent in 1982.
- World newsprint capacity reached 30.8 million metric tons. Revised figures for 1982 show that world capacity was 30.2 million metric tons.

A limited number of copies of the report are available from the ANPA Newsprint and Transportation Department at The Newspaper Center. □

New pulp mill studied

Consolidated-Bathurst Inc. and Societe Generale de Financement du Quebec, a provincial government agency, said they will study the feasibility of building a pulp mill at Matane, Quebec. A Consolidated-Bathurst spokeswoman said construction of a pulp mill at the site would preclude a previously considered newsprint project there [presstime, April 1983, p. 42]. □

ICC asks Supreme Court to review order against boxcar deregulation

The Interstate Commerce Commission Oct. 4 asked the U.S. Supreme Court to review a lower court's decision that vacated partially the ICC's deregulation of boxcar traffic.

The lower court's decision is now further delayed until the Supreme Court acts on the petition for review. That action probably will not come until near the end of this year.

If the court grants the ICC's request that it hear the case, the lower court's decision will be further delayed.

Meantime, deregulation of boxcar traffic that became effective Jan. 1 remains intact [presstime, Oct. 1984, p. 60]. □

Canada rails seek protection from loss of revenue

Canada's two major railroads—CP Rail, a Canadian Pacific Ltd. unit, and government-owned Canadian National Railways—are seeking legislation to counter the negative effect on their revenues arising from the four-year deregulation of the U.S. rail industry.

The legislation would permit Canadian railroads to contract privately with shippers for traffic. Confidential contracts between shippers and carriers in the United States are allowed under the Staggers Rail Act of 1980.

Canadian railroads were partially deregulated 15 years ago, but to a much lesser degree than that recently implemented in the United States. □

Conrail profit up 64%

Consolidated Rail Corp. said its third-quarter operating profit rose 64 percent from the same period the previous year to $140.8 million. Revenue increased 11 percent to $843.7 million.

Conrail's improving financial picture has become an issue in efforts to sell the government-owned railroad. Some officials question whether three competing bids of about $1.2 billion each are adequate in light of Conrail's growing cash reserves [presstime, Oct. 1984, p. 60].

However, others have said the government cannot expect better offers. They say Conrail, already helped by labor wage concessions, may be a less attractive buy if the economy slips into a recession. □

Texas lifts top exemption on subscription sales

Even before Texas' newly reimposed sales tax on newspaper subscription and single-copy sales took effect Oct. 2, the state's comptroller predicted it would be an "administrative nightmare."

Comptroller Bob Bullock told The Houston Post he will recommend the tax be repealed because it will be impossible to enforce compliance by the tens of thousands of independent Texas newspaper carriers, many of them children. "Sure, I can take my auditors and divert their attention to auditing 8- or 9-year-olds, or I can take that time and audit some of the Fortune 500," the Post quoted Bullock as saying.

The Texas Legislature removed the existing seven-year-old tax exemption for newspaper sales in the closing hours of a special session in July after an attempt to tax advertising failed [presstime, Aug. 1984, p. 62]. The exemption had been adopted in 1977 on Bullock's recommendation.

"We are optimistic" that newspapers' former exemption will be reinstituted when the Legislature convenes in January, said Glen M. Castlebury, associate deputy comptroller for communications.

In the meantime, the new tax law has taken effect, and the state's approximately 600 newspapers and 20,000 to 30,000 independent carriers are attempting to comply with it.

According to Castlebury, one thing helping somewhat in the administration of the tax is that in the case of several dailies, the tax responsibility will fall upon distributors rather than carriers. This is possible, he said, under a provision in the state's sales tax law allowing the comptroller to go "back one step" if it is administratively impossible to reach the "ultimate retail outlet" for the tax. This is what is done with street-corner flower vendors and the roving catering trucks that service construction sites, said Castlebury, and it will be done with newspaper distributors "wherever possible."

The comptroller cannot step back further and require manufacturers to handle the tax, in this case the newspapers themselves.

Even so, some papers have indicated that they will voluntarily assume responsibility for the tax on behalf of their independent carriers, said Castlebury. There are several reasons newspapers have elected to do so, he said. Those with strong direct-pay systems are handling the tax because they already take care of much of the collections.

Others are doing it because they fear the burdens of collecting and remitting the tax will "tear up" the carrier system with high turnover. □

Members of the China Typographical Technology and Trade Study Mission to the United States visited The Newspaper Center Sept. 25 for a presentation on U.S. printing technology. Greeting the group was ANPA Senior Vice President Thomas C. Fichter (left).

Pact reached on dispute over free weekly

An agreement of sorts has been reached in a dispute over a free weekly newspaper established in northern Manitoba by a government grant.

Grant O. Wright, publisher of the Thompson Citizen, and five other publishers protested the grant of $90,000 to start The Northern Times [presstime, Aug. 1984, p. 60].

Under the agreement with the federal Employment and Immigration Commission, The Northern Times, which is now distributed in 25 northern communities, will continue to be a free newspaper in 19 of those communities but will sell subscriptions for $24 a year in Thompson and in the five other communities that have their own local papers. In addition, The Northern Times agreed not to solicit advertising except in Thompson, according to Editor John Boivin.

The Citizen's Grant said he is "still not satisfied" and is continuing to protest.

Brian R. Hill, regional director of the federal employment program, said he has closed his file on the dispute. □

Newspaper executive's brake line cut after negotiations

Police are investigating an automobile tampering incident in which the controller of the Winnipeg (Manitoba) Free Press found his car had no brakes as he drove from his parking place on the fifth level of a hotel building after taking part in new contract negotiations Oct. 10 with two unions at the paper.

Controller H.R. (Rudy) Redekop said he saw a message written in lipstick on the driver's side window that said: "Next time no warning, you will have no brakes. Sign the contract." Redekop said he "thought it was a prank"—that the message was the "warning." However, it was found that the brake line of his car actually had been cut. He managed to get the car stopped without incident.

Redekop said police took finger and palm prints from the vehicle.

Members of the two locals of the International Typographical Union ratified new labor agreements with the Free Press Oct. 21. □

Newspapers remove asbestos

The Los Angeles Times has embarked on a three-phase voluntary program to remove asbestos-containing material from its buildings.

The program began last April when insulating material was removed from around boilers, pipes and structural columns in the newspaper's power plant, fan rooms and paper storage areas. It was replaced with insulation that does not contain asbestos.

A similar voluntary cleanup was conducted recently at The Courier-Journal and The Louisville Times [presstime, March 1984, p. 17].

The newspaper buildings involved in the projects at both Los Angeles and Louisville date back at least 30 years when asbestos was commonly used as a pipe insulating material.

At the Los Angeles Times, the hazard posed by the asbestos-containing material was more potential than immediate, according to Michael G. Manfro, the newspaper's safety and environmental affairs manager.

"Asbestos is not something that is going to come down and get you. It has to be disturbed," he said.

The areas targeted for attention first were those in which workers could be exposed to asbestos fibers if the material was damaged or disturbed and the fibers released into the air. The material involved contained between 10 and 20 percent asbestos, according to Manfro.

The Occupational Safety and Health Administration's standard limits worker exposure to two asbestos fibers (longer than five micrometers) per cubic centimeter of air, averaged over an eight-hour period. It has proposed lowering the two-fiber limit of 0.5 or 0.2 of a fiber. OSHA also limits exposure at any time to no more than 10 fibers per cubic centimeter of air.

The removal work was done by an outside firm experienced in asbestos removal. To minimize disruption and danger to newspaper employees, the areas in which removal was taking place were sealed off, asbestos dust warning signs were posted, and the work was done primarily at night and on weekends, Manfro said.

In the second phase of the program, the asbestos experts trained Times maintenance personnel in ways to make minor repairs safely in areas where they could come in contact with asbestos-containing material.

The third--and ongoing—phase of the program involves additional removal of asbestos-containing material during remodeling.

The project began with an inquiry from a maintenance employee, Manfro said.

Preparation included hiring an industrial hygienist to identify potential problem areas and to make recommendations for remedial work. Then three asbestos removal contractors were invited to tour the Times' buildings, make proposals and submit bids on the project.

Manfro stressed the importance of getting well-qualified firms. But, he said, the expertise is costly. He estimated the asbestos removal program has cost the Times about $100,000 to date. □

Changes in command

The **National Newspaper Association,** at its annual convention Sept. 26-29 in Reno, elected the following new officers:

- *President*—Eugene D. Johnson, Press Publications, White Bear Lake, Minn.
- *Vice President*—James L. Pate, The Madill (Okla.) Record
- *Treasurer*—Richard A. Nafsinger, Eagle Newspapers Inc., Salem, Ore.

The **Institute of Newspaper Controllers and Finance Officers,** at its annual convention Oct. 14-17 in Vancouver, British Columbia, elected the following new officers:

- *President*—Edward R. DeVoge, Observer Publishing Co., Washington, Pa.
- *First Vice President*—Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.
- *Second Vice President*—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.
- *Secretary*—Barry Peckham, The Dallas Morning News
- *Treasurer*—David F. Kicko, Reno Newspapers Inc.

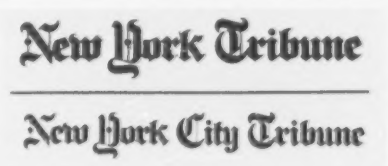
The **Southern Newspaper Publishers Association,** at its annual convention Oct. 14-17 in Boca Raton, Fla., elected the following new officers:

- *President*—Ruth S. Holmberg, The Chattanooga (Tenn.) Times
- *President-elect*—Tom J. Hardin, Alexandria (La.) Daily Town Talk
- *Treasurer*—Cecil B. Highland Jr., The Clarksburg (W.Va.) Exponent and Telegram □

N.Y. daily changes name to settle suit

The New York Tribune Oct. 17 changed its name to New York City Tribune as part of settlement of a suit filed by I.H.T. Corp., parent of the International Herald Tribune.

I.H.T. charged the New York Tribune's name and logo infringed on I.H.T. copyrights. New World Communications, the



organization affiliated with the Rev. Sun Myung Moon that publishes the daily Tribune, denied the allegations and settled to avoid "an extensive legal battle," a spokesman said.

Last year, before it began publication, the newspaper had to drop "The" from its name as a result of a temporary restraining order obtained by the New York Times.[presstime, May 1983, p. 61].

The former New York Tribune began publication April 4, 1983, replacing the six-year old daily News World.

The New York Times Co., The Washington Post Co. and Whitney Communications own the International Herald Tribune. □

Recent acquisitions

The Hearst Corp. of New York City is acquiring from Jefferson-Pilot Corp. of Greensboro, N.C., three daily newspapers: The Beaumont (Texas) Enterprise, circulation 71,465, The Laredo (Texas) Morning Times, circulation 17,685, and the Clearwater (Fla.) Sun, circulation 37,832.

Thomson Newspapers Inc. of Des Plaines, Ill., is acquiring the Altoona (Pa.) Mirror, daily circulation 35,929. □

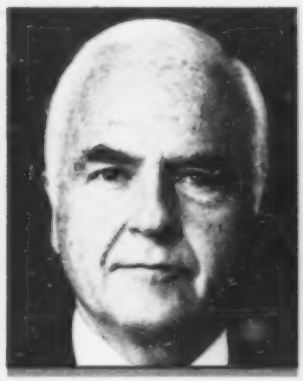
Correction

Michael Massing, contributing editor to the Columbia Journalism Review, was inadvertently omitted from a list of participants in the American Enterprise Institute panel discussion, "Is There a Liberal Media Elite in America?," listed on the speeches page of the October issue of presstime. Presstime regrets the error. □

Speeches

William R. Burleigh

John V. R. Bull



Robert Keith Gray

Bernadette Pogozelski

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Public Affairs Reporting
William R. Burleigh, vice president and general editorial manager, Scripps-Howard Newspapers; and Dan Thomasson, editor, Scripps-Howard News Service. Roy W. Howard Seminar on Public Affairs Reporting, Indiana University, Bloomington, Sept. 10.

Punitive Damages: Can the Press Survive?
John V. R. Bull, assistant to the executive editor, The Philadelphia Inquirer. Newspaper Features Council fall meeting, Chicago, Sept. 19.

Young People and Their Newspaper
Jos T'Seyen, marketing director, Het Belang van Limburg, Hasselt, Belgium. International Newspaper Promotion Association annual European Conference, Venice, Sept. 13.

What the Pentagon Is Doing About Waste and Mismanagement
Secretary of Defense Caspar W. Weinberger. ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 18.

Cellular Technology and the Communications Industry
Stephen Schachman, vice president/external affairs, Bell Atlantic Mobile Systems, Basking Ridge, N.J. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 3.

The Mandates for Change Are Providing Opportunities for Management and Labor
Roy W. Anderson, ANPA vice president/human resources. International Typographical Union annual convention, Atlantic City, Sept. 11.

Space Planning for the Newspaper Library
Andrea and David Michaels, design consultants, Michaels Associates, Alexandria, Va. Special Libraries Association Newspaper Division annual conference, New York City, June 13.

Vigilance and the Values of a Free Press
Assistant Secretary of State Gregory J. Newell. Before a group of representatives of free-press organizations, Washington, D.C., Sept. 22.

Getting the Story and Getting It Right
Robert Keith Gray, chairman, Gray and Co., Washington, D.C. Chicago Council on Foreign Relations luncheon meeting, Chicago, June 11. (Or see Oct. 1, 1984, Vital Speeches of the day, Box 606, Southold, N.Y. 11971.)

From the ANPA Health and Safety Symposium, Chicago, Oct. 10-12:

Ink Contaminants: I Wonder Where the Yellow Went?
H. Wilson Cunningham, ANPA analytical chemist

Workplace Design and User Comfort
Bernadette Pogozelski, ANPA industrial hygienist

The ANPA Accident Reporting System
Andrew N. Reyburn, ANPA industrial hygienist

ANPA Calendar

NOVEMBER

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Sheraton-Dallas Hotel and Towers, Dallas, Nov. 12-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 12-16

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 13

ANPA Foundation Research for Medium-to-Small Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 14-16

ANPA Foundation Executive Committee
The International Club, Washington, D.C., Nov. 20

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Nov. 26-30

DECEMBER

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Brown Palace Hotel, Denver, Dec. 3-5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 6-7

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, Dec. 7

ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Seminar
Back Bay Hilton, Boston, Dec. 10-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 10-14

ANPA/ASNE/APME/ICMA/INPA/ International Newspaper Advertising and Marketing Executives/Newspaper Research Council Single Copy Symposium
Amfac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

ANPA/Texas Supervisory Development Workshop
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

ANPA

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Edwin L. Heminger, The Courier, Findlay, Ohio
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
George W. Wilson, Concord (N.H.) Monitor

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Letters

Questioning statistics on minorities

The newspaper industry is well-served by Marcia Ruth's excellent article on minority employment in the August issue of presstime. Let us hope this comprehensive examination stimulates renewed efforts to improve our poor minority hiring record.

One statement in the report, I believe, draws an erroneous conclusion from non-comparable statistics. The article states, "Sixteen years later (since the Kerner Commission report), the numbers have changed little. Then, blacks held less than 5 percent of all media editorial jobs. Today, only 5.8 percent of newspaper editorial jobs are held by members of minority groups—Hispanics, Asians and Native Americans, as well as blacks."

The comparison is of *all media editorial jobs* (including radio and TV, professional as well as non-professional) to *newspaper editorial jobs* (professional people only). A comparison of the number of minorities employed in newsroom professional jobs, in fact, indicates that the numbers have indeed changed significantly during the past dozen years.

In response to the Kerner report, ASNE created a Committee on Minority Employment. One of its projects was to conduct a survey to determine the number of professional minority newsroom employees.

In 1972, a questionnaire was sent to 250 of the largest newspapers in the U.S.; 231 newspapers responded. The survey determined that there were 253 minorities (black, Hispanics, etc.) then employed by the surveyed newspapers, and the ASNE committee postulated that perhaps there were 50 minority persons employed in the newsrooms of smaller newspapers. The grand total—about 300—amounted to three-fourths of one percent of newsroom employment in 1972.

The 1984 ASNE minority survey indicates there are currently about 2,860 minority professionals employed by daily newspapers. That's 5.8 percent—nearly a tenfold increase since 1972. So the numbers have improved considerably, although the current 5.8 percent level is nothing to crow about.

Lee Stinnett
Executive Director
American Society of Newspaper Editors
Reston, Va.

Dialogue needed

Received the August presstime, and wanted you to know the lead story (minorities at newspapers) was excellent! I'm so glad to see these issues raised, and then explored in depth.

Again, it's a fine article and *should* produce a continuing dialogue in many areas!

Paul V. Peterson
Professor
School of Journalism
Ohio State University

Hispanic publisher

I enjoyed the profile of Gerald Garcia by presstime staff writer Marcia Ruth (Aug. 1984, p. 30).

A small exception to her story must be noted. Gerald may be the first Hispanic publisher of a general circulation daily in the United States, but he is not the only one.

In April 1983, I was appointed publisher and vice president of Times Graphics Inc., a wholly owned subsidiary of The Evening News Association. We publish the Vineland (N.J.) Times Journal and The Millville (N.J.) Daily, as well as four weekly newspapers in Atlantic County.

My father migrated to the United States from Morelia, Mexico, establishing my Hispanic roots.

If Gerald Garcia is looking for company, tell him I'm alive and well and living in New Jersey.

Ronald A. Ortiz
Vice President and Publisher
Times Graphics Inc.
Vineland, N.J.

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Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

ANPA News

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A.	Total No. Copies (Net Press Run)	10,425	11,000
B.	Paid Circulation		
	1. Sales through dealers and carriers, street vendors and counter sales	0	0
	2. Mail subscription	7,343	7,797
C.	Total paid circulation	7,343	7,797
D.	Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	3,023	2,968
E.	Total distribution	10,366	10,765
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	1. Office use, left over, unaccounted, spoiled after printing	59	235
	2. Return from news agents	0	0
G.	Total	10,425	11,000

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

Barbara Friedman named staff writer

Barbara J. Friedman has joined presstime as a staff writer.

Friedman, former reporter and business editor of the Durham (N.C.) Morning Herald, holds a bachelor's degree from Sarah Lawrence College, Bronxville, N.Y., and an M.B.A. from American University, Washington, D.C. Most recently, she was an economics editor at the Bureau of National Affairs. □

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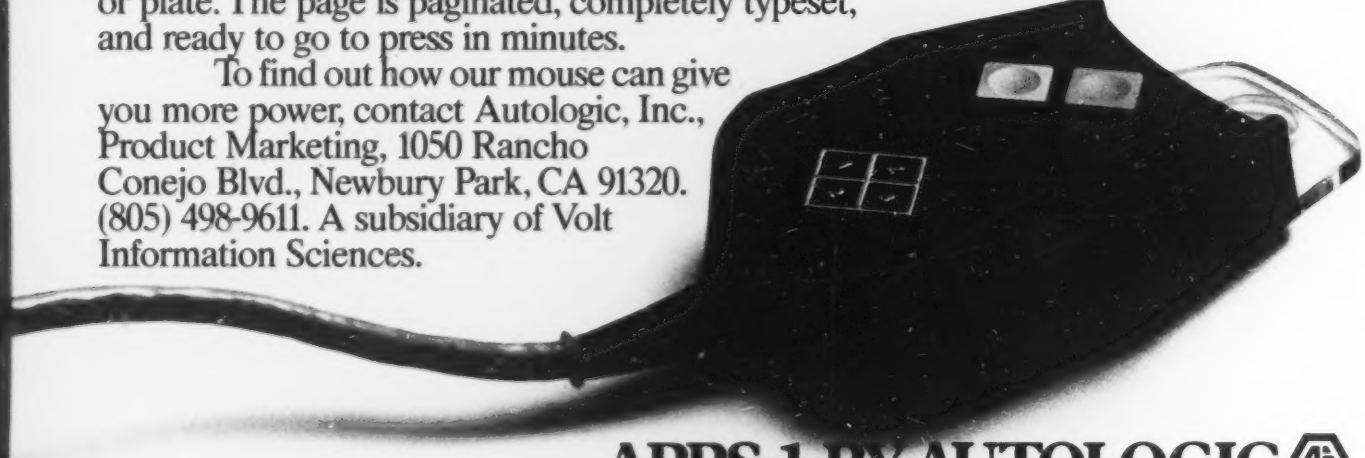

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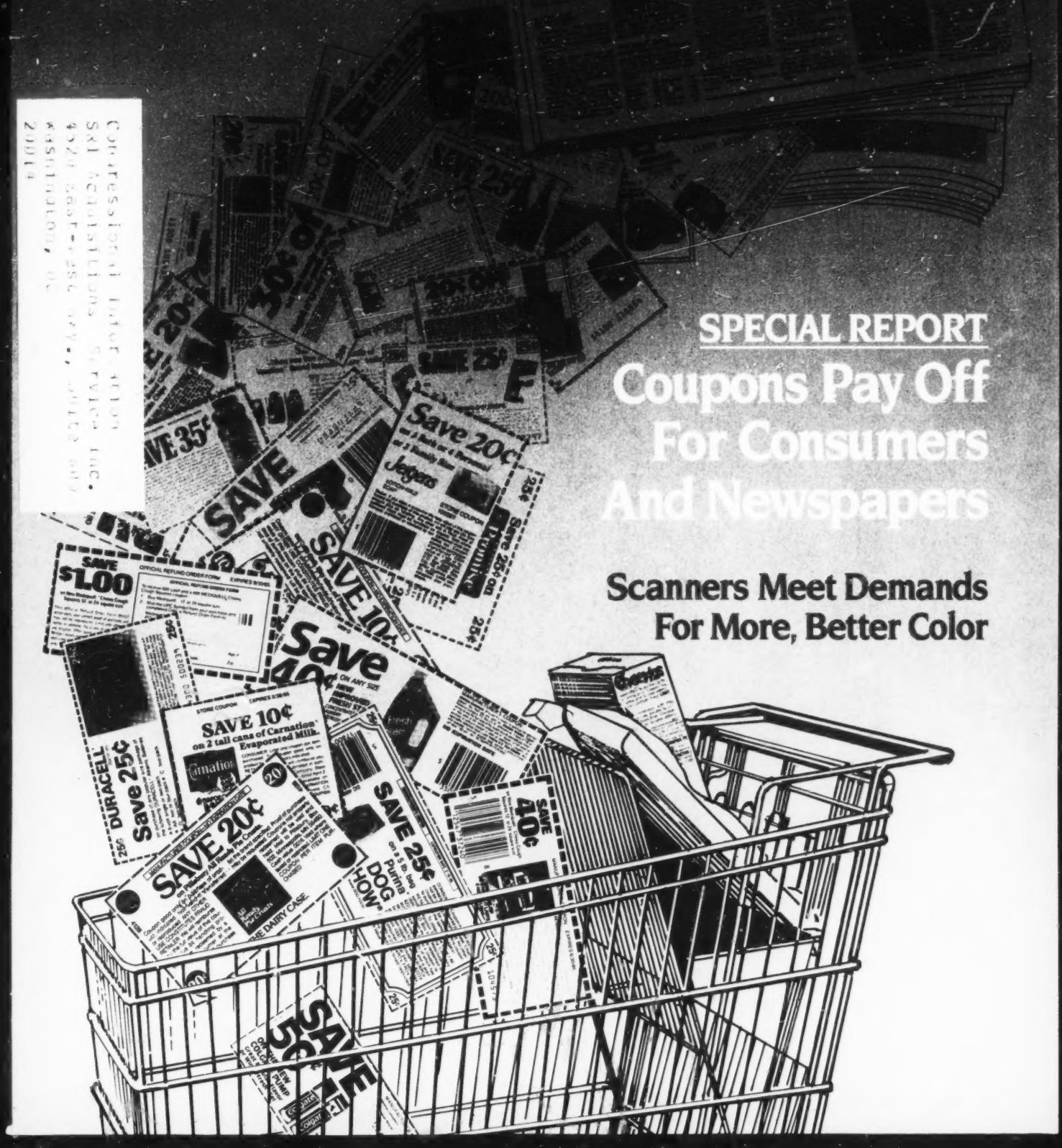

SPECIAL REPORT

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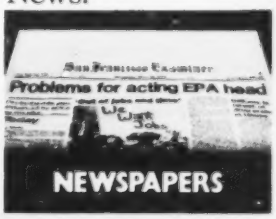

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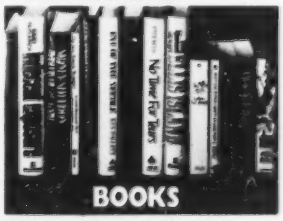

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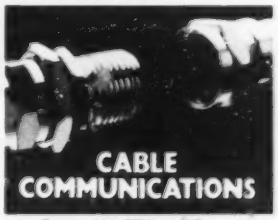

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$35,000 +	76	88
College Graduate or more	79	85
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$125,000 +	67	74
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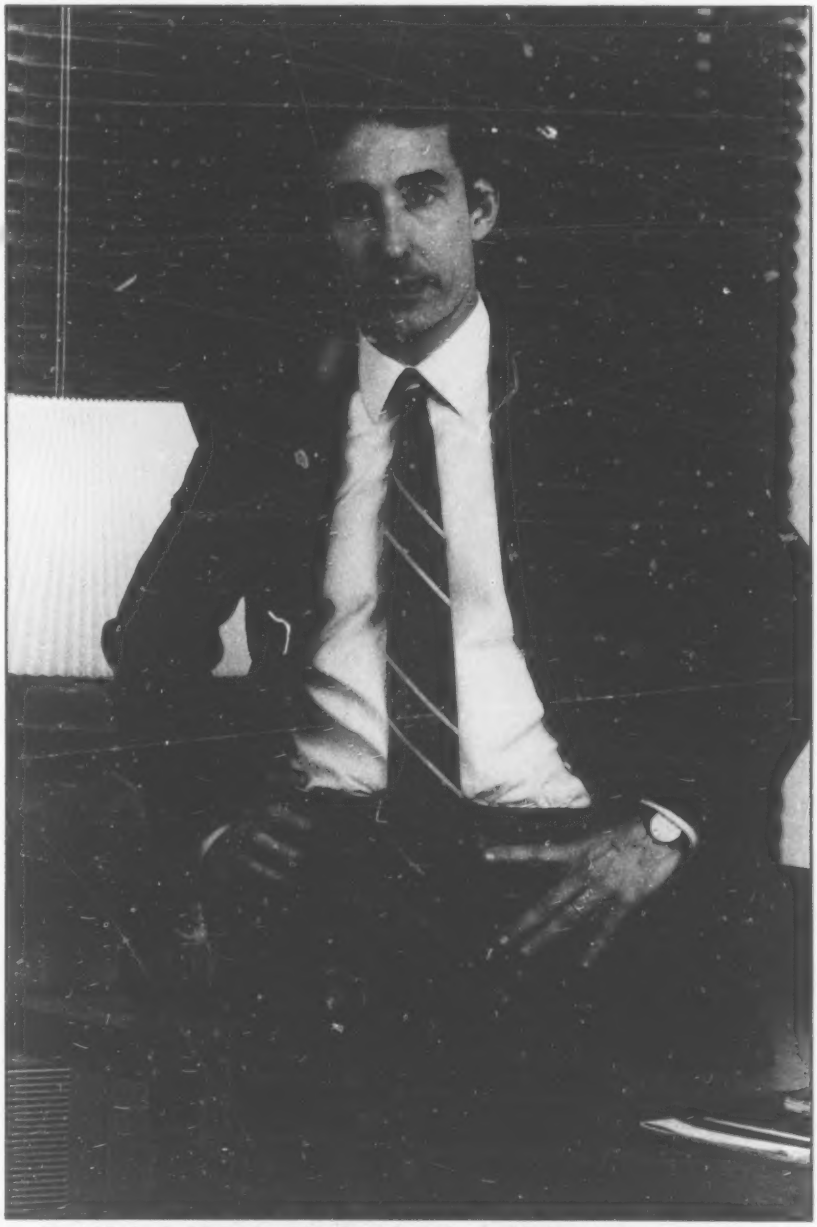
$75,000-$100,000	66	82

Source: Scarborough's National Newspaper Audience Ratings Study, 1983; figs. reflect 5-issue daily, 4-issue Sunday cumes.



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Publisher Evert B. Person at the *Luther Burbank Center.*

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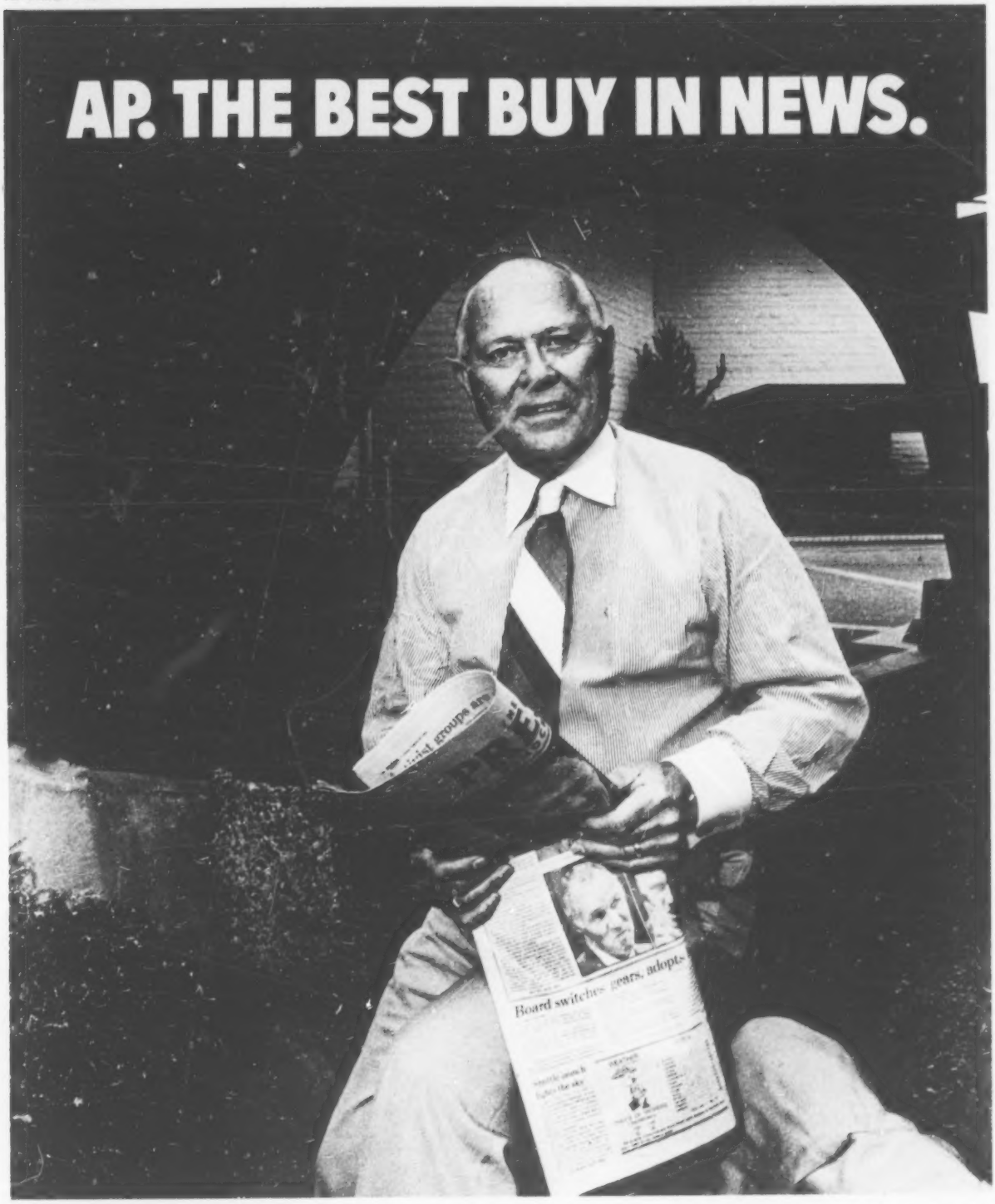

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Special Report *Coupons are a cents-off sensation. The numbers are staggering: Manufacturers issued 143 billion coupons last year, an increase of 20 percent over the year before. On the receiving end, eight out of 10 U.S. households use coupons, and coupon clipping is a consuming passion for some. Newspapers, the traditional leader in coupon distribution, are reaping the benefit of the advertising bonanza. However, there are several areas of concern, including the prospect of increasing competition from direct mail and the problem of misredemption.* **12**

Campus press *Student newspapers aren't kid stuff anymore. Many college dailies have hired professional managers.* **6**

Scanners in a sweep *The use of scanners to produce quality separations of color photographs is growing rapidly around the country.* **8**

Weather or not *Bad weather often brings out the best in newspaper personnel. Contingency plans also help newspapers endure the elements.* **11**

Modern marketing *Today, selling the newspaper means finding what readers and advertisers need, then providing it.* **20**

Telecommunications shakeout *In the last of a three-part series, ANPA's Kathleen Criner and Jane Wilson review newspapers' telecommunications projects.* **23**

Boards of directors *Constituted to oversee business policy, the boards of publicly held newspaper companies are a mix of the familial and the famous.* **26**

Press parlance *Ever wonder about the derivation of "deadline," the story behind "slug," or the point to "pica"? Questions about news lingo are answered.* **28**

Profile: John W. Seybold *Now his word is gospel, but when the chairman of Seybold Publications first preached computer typesetting, few listened.* **30**

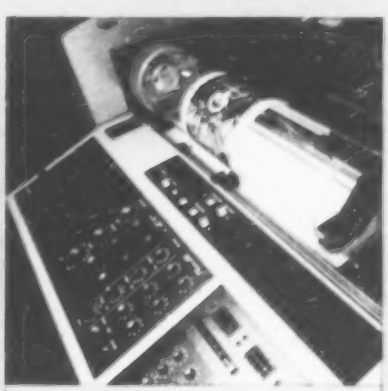
Essay: Cable law *James P. Mooney of the National Cable Television Association gives his industry's view of the new cable-TV act.* **31**

Press options *The results are beginning to come in, and flexography is building support among newspapers.* **42**

The new NLRB *In the past year, the National Labor Relations Board has reversed itself on several key labor issues and ruled in favor of management.* **54**

Coupons, p. 12
(Cover art by Johnstone Quinan.)

Campus Press, p. 6



Color Scanners, p. 8

Advertising	35	Education	38	Newspaper business	58
ANPA calendar	59	Employee relations	50	Newsprint	56
ANPA news	60	Government affairs	32	Postal affairs	37
Books	41	Letters	60	Speeches	47
Chairman's corner	4	News-editorial	40	Technology	42
Circulation	48	News research	38	Telecommunications	46

CHAIRMAN'S CORNER

Communicating with officials aids communications industry

One of the reasons ANPA moved in 1972 from New York City to suburban Washington, D.C., was our recognition that the growing activities of government were affecting newspaper interests more frequently. Our concerns then, as today, were for maintenance of the press freedoms we exercise on behalf of our free people and for preservation of the economic stability necessary for us to do our job.

ANPA strives to represent effectively your newspaper interests before the government. We try to do this carefully—in ways that enable you to maintain always your own independent posture regarding those officials elected by your readers.

Richard J. V. Johnson

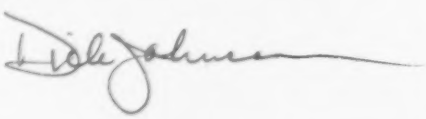
ANPA is working to enhance its effectiveness in Washington as the voice of its members and as one of a number of cooperating media-business spokesmen. Traditionally, we are found defending the Freedom of Information Act. We seek to educate elected officials about VDT safety. We encourage the government to apply "print model" freedoms, rather than "broadcast model" controls, to new telecommunications technology. We seek neutrality in federal estate tax laws. In the coming 99th Congress, and in the next four years of the Reagan administration, ANPA will continue these efforts and will be on the alert to other challenges that may arise.

The next two years should be an opportune time for us to enhance our communications with those in government about our business and our constitutional role.

We know pretty much what to expect from the Reagan administration. The election did not produce dramatic new alignments in Congress. The newspaper business continues to have some friends in Washington. Some of those friendships are based on the media roots of the elected officials. Some have evolved out of mutual respect after long, issue-oriented discussions. And this is an excellent time for ANPA and its member-newspaper executives to build upon that base of understanding. We plan to do just that.

As usual, we'll keep everything straightforward with no strings attached, but we have common interests with elected officials who want to strengthen the fabric of our free society. I encourage newspaper executives to consider how they can help in our proper communications with governmental officials. Do you know the members of Congress from your area? How do they feel about the concept of openness in our society? Do they understand the economic challenges you face as well as they understand those faced by your community's other large employers?

Over coming months, ANPA will be working to enhance government understanding among many new—and old—government officials. The newspaper business can use your help in this work.



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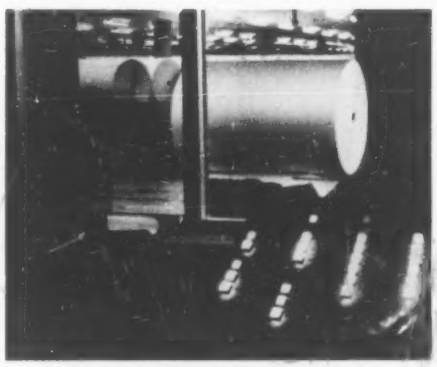
An Automatic Approach To Newsprint Roll Handling.



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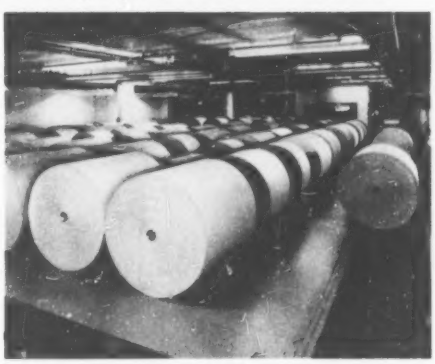

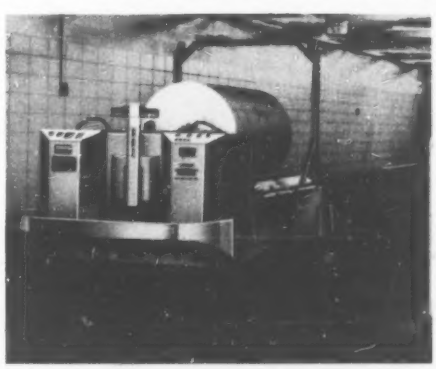

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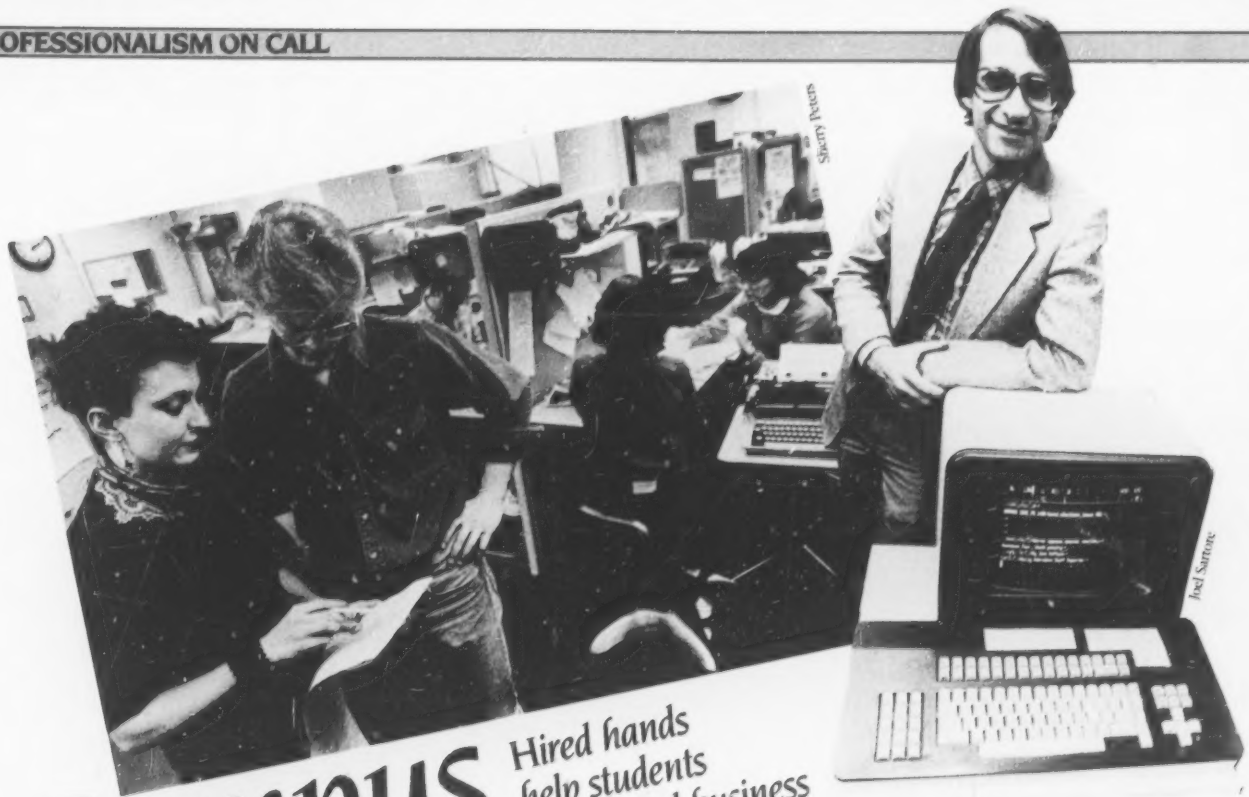


Campus Press

Hired hands help students apply good business practices to their newspapers, which have become big business

BY MARGARET GENOVESE
presstime staff writer

The college newspaper is in the midst of an evolution toward more professionalism. Nowadays, the offices of student newspapers commonly include a cubbyhole or two or even more for paid non-student workers, including in some cases a full-time employee in the top administrative position.

Some schools have a long tradition of professional business administration. The Daily Illini at the University of Illinois, for example, has had a professional publisher since 1911.

A 1982 study of the nation's 102 college daily newspapers revealed that 94 percent employed non-students in positions ranging from production manager, which is the most universal non-student job, to news advisers, office managers, photo technicians and clerks. Paul A. Atkins, professor of journalism at West Virginia University, who conducted the study, says most college dailies have a non-student at the top with the title of director of student publications, publisher, general manager or business manager.

"It's been evolving over a period of 10 or 15 years, maybe longer" as college dailies got too big for students to manage, he reports.

"Students are great. But they are not meticulous. They are not mature," Atkins says. And they usually are not skilled enough to handle the business chores of a campus daily, which can be immense.

Of course, not all college papers are big businesses.

There are an estimated 3,200 U.S. college newspapers. They range in size from "a mimeographed monthly to a $2.5-million-budgeted daily," according to Paul D. Buys of Associated Collegiate Press, an association of college and high school newspapers, magazines and yearbooks. As director of "critical services," Buys administers the organization's program of evaluating and rating student publications.

About 1,740 of the college newspapers are at four-year institutions. The rest are at two-year schools.

One college daily at which professionals are playing a bigger role is The Daily Nebraskan at the University of Nebraska in Lincoln. Daniel M. Shattil, the former manager of a group of free-circulation weeklies in Columbus, Ohio, was hired in July 1981 to oversee the 17,500-circulation paper's advertising, production and circulation departments as well as its business office.

Countering turnover. "They needed someone to keep the continuity of the paper going and to work more on long-term projects," says Shattil, who replaced a graduate student. Continuity is in short supply on student publications because of the student personnel turnover. Top editors at The Daily Nebraskan change every semester and advertising positions change annually.

Students will run their own show at Minnesota Daily (far left); at Daily Nebraskan, professional Shattil (left) manages.

Since Shattil's arrival as general manager, the Nebraskan's annual budget has grown from $450,000 to $750,000, about 95 percent of which is met by advertising. It also has almost doubled its profit, from $28,000 to $50,000 last year. Those earnings are plowed back into the publication for purchases such as typesetting and darkroom equipment.

Ironically, Shattil did not work on his college newspaper when he was a journalism student at the University of Colorado precisely because the Colorado Daily was so heavily professional.

After becoming independent from the university in 1971, the Daily became increasingly staffed with non-students. Today, according to Editor and Publisher Timothy L. Lange, half the editorial staff, including the top five editors, are non-students as are most of the advertising and business personnel.

At the Nebraskan, there initially was "a lot of resentment" among students over Shattil's hiring, says Editor-in-Chief Chris Welsch, a senior majoring in journalism and English literature. "I didn't like it at the time," he admits. "I felt it would take away the flavor of the paper. I felt he wanted to make it too professional."

However, Welsch says his fears that the "creative aspect" of the Nebraskan would diminish have not materialized. Shattil has no control over editorial content, Welsch explains.

He adds that Shattil is "very neutral" in other areas by providing information on options but not making decisions for the student advertising manager or for the paper's "publisher"—a publications board made up of students, faculty and journalism professionals. For example, Welsch says, the board adopted a policy against accepting "sexist" advertising despite Shattil's opposition.

Although the trend has been toward more professionals in increasingly specialized roles, one college newspaper decided recently to end the services of a professional business manager. The University of Minnesota's board of student publications voted last spring to cease its policy of employing a non-student business manager for the 40,000-circulation Minnesota Daily.

It was, in the main, a decision based on educational policy, says Jean W. Ward, associate professor of journalism who proposed eliminating the non-student position. "The notion seems to be that running the business department is more complex and challenging than being editor. It's an idea I reject," she explains.

The university is in a better position than ever to provide support for a student business manager because it just initiated a media management program in its School of Journalism and Mass Communication, Ward says.

Two other positions will continue to be staffed by full-time professionals: production manager and computer systems manager. They are not considered to be "policy" positions, Ward says.

Business management is not the only area in which college newspapers have sought professional help.

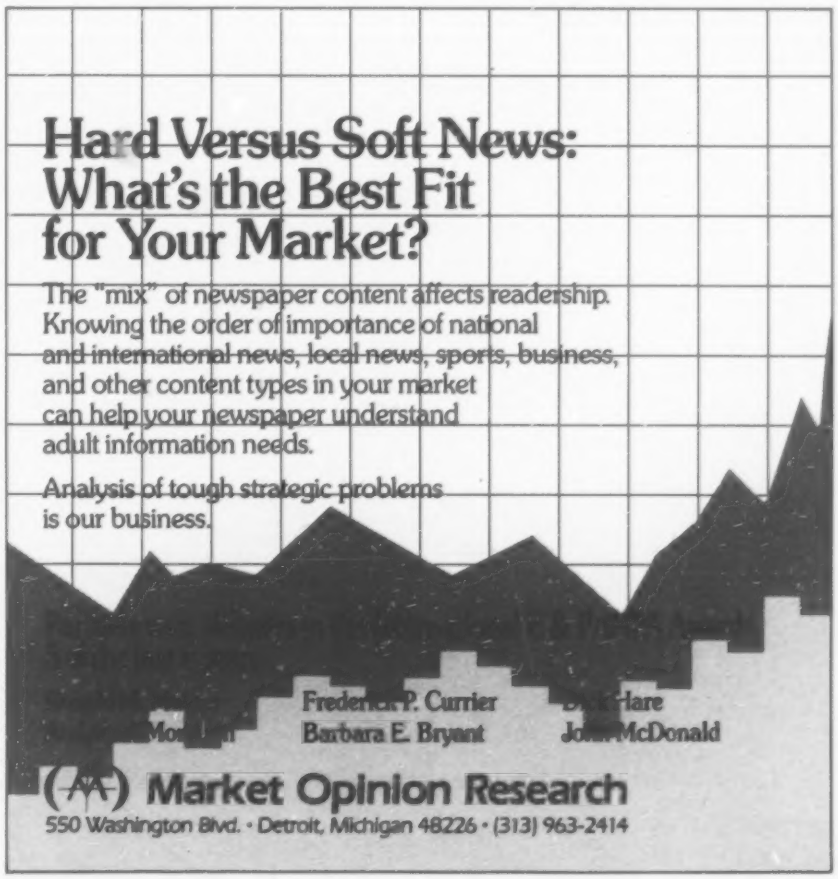
Pressure to sell. Squeezed school budgets have forced many of the publications to work harder to support themselves, according to Nancy Greene, immediate past president of College Media Advisers and general manager for student publications at the University of Texas at Austin. That has translated into more concern over selling advertising, an activity traditionally overshadowed by editorial concerns, she says.

Publications Greene oversees include The Daily Texan. Last spring a fourth professional, whose primary responsibility is to train student ad salesmen, was added to the publications' advertising staff at the school.

"Everyone is becoming more and more professional," agrees Jan T. Childress, president of College Newspaper Business and Advertising Managers, an organization made up of professionals and students.

In addition to more training of student ad sales staffers, Childress, advertising manager of student publications at Texas Tech University in Lubbock, says college papers increasingly are contracting with outside firms for marketing research, using co-op advertising, and converting to the Standard Advertising Unit system to appeal to more national advertisers—which last year spent an estimated $14 million in college newspapers.

In short, these publications are buying help to make students' college newspaper experience as professional as possible. □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Color Scanners

More newspapers are using the devices for editorial color, and some are increasing revenues by handling commercial work

BY PAUL KRUGLINSKI
presstime technical writer

Daily newspapers' interest in color scanners is surging. Dozens of papers have already bought the machines, and dozens more are considering doing so. The reason is simple: Scanners help automate and improve four-color photo reproduction.

"Because of the desire of newspapers to print quality process color," observes William D. Rinehart, ANPA vice president/technical, "there has been an explosion in the sales of color scanners to newspapers."

Early results of an ANPA survey of Association members on scanner use confirm that the devices are rapidly gaining in popularity.

By mid-November, 377 newspapers had returned questionnaires mailed in October, with 40 saying they use scanners, 22 saying they are going to buy the equipment within the next year and 64 saying they are considering a purchase.

John C. Harrington, ANPA photographer/color specialist, says the initial responses also indicate newspapers are making a "considerable" number of separations using scanners. "The volume was a lot higher than I expected," he says.

The four major vendors of color scanners—Royal Zenith Corp., HCM Graphic Systems Inc., DS America Corp. and Crosfield Electronics Inc.—say the heightened interest has translated into increased sales. The firms have installed about 160 units at newspapers in the last two to three years.

Scanner technology differs substantially from the decades-old way newspapers have made color separations.

The conventional separation technique involves the direct-screen system. Light is passed through a color transparency and a filter to expose on film one of the primary colors. Three or four such separations are needed, depending on the newspaper's printing desires, and the separations must be done one at a time.

A color scanner, on the other hand, uses a series of mirrors, prisms and optical fibers to divide the transparency into its primary colors. Lasers or other high-intensity light sources expose the respective separations simultaneously.

Pros and cons. Advantages of a scanner are manifold, depending on each newspaper's production requirements.

It can be faster than the direct-screen system if there are several color pictures to separate in a given period. However, it can take about the same time for just one or two pictures because of the setup time required. Once a scanner is operational, says Harrington, "it can produce a set of separations within 10 minutes."

Scanners also offer what some people term "repeatability," or the ability to achieve day-to-day consistent quality without guesswork. "The (scanner) operator does not need a good eye to produce consistent work," Harrington says.

While all color scanners are easier to use than direct-screen systems, Harrington points out that the skill required to operate them varies from one machine to another.

On the minus side, scanners are especially sensitive to humidity and temperature changes in their environment and require a larger, cleaner work area than direct-screen systems.

Today's price range represents a considerable reduction from as recently as early last year.

But the primary disadvantage is expense: A new color scanner usually carries a price tag in the range of $90,000 for a basic device to $300,000 for state-of-the-art scanners—about two to six times the cost of a direct-screen system. Yet that price range represents a considerable reduction from the $100,000 to $750,000 that applied as recently as early last year [presstime, Feb. 1983, p. 40].

In addition, Harrington notes that newspapers "can pick up a used scanner more cheaply than a new direct-screen system." More than 70 percent of all commercial printers employ scanners, resulting in a large used-equipment market.

On top of the heavy initial expense come high costs for parts, repair and maintenance. "The service aspect of scanners is much more complex and expensive than direct-screen systems," Harrington cautions.

However, vendors and newspaper color specialists say a daily newspaper generally can justify the capital outlay if it separates four or more photographs per day or if it expects to pay a commercial house at least $100,000 annually for separations.

Harrington points out that once a scanner is installed, it can yield operating savings over the direct-screen process because a scanner can produce a greater number of separations in a given time. Some papers report they have recouped their investments within two years through increased productivity alone.

Other newspapers, such as the Mesa (Ariz.) Tribune, let its Royal Zenith help pay for itself by accepting outside separation jobs. Scott Chamberlain, supervisor of the Tribune's camera department, says

commercial job work now amounts to 30 percent of the 80 to 90 separations done each week.

One newspaper even used its scanner to do the color separations for a free-standing insert that was later inserted into the paper.

But the reason the Mesa daily and other newspapers acquired a scanner had to do more with editorial need than return on investment. "We thought it was a competitive advantage to run process color," says General Manager Haney L. Womack. "We bought the scanner for our own (newsroom) needs."

Another Western daily, The Register of Santa Ana, Calif., found soon after purchasing an advanced HCM color scanner last April just how much time can be saved in getting a color transparency prepared for the press. Willy K.P. Sulzmann, the paper's color lab superintendent, says the machine enabled him to process a photograph—from transparency to exposed plate—in 45 minutes.

Using a direct-screen system with manual paste-up and stripping would take one-and-a-half to three hours, according to Harrington of ANPA.

Color scanners could also boost the industry's drive to entice more national advertisers to use newspapers, Sulzmann believes. "Newspapers have to prove to national advertisers that they can print quality color," he says, and scanners used for editorial color are a major tool to help newspapers do just that.

In midst of change. As newspapers adjust to their market demands, so, too, are scanner manufacturers.

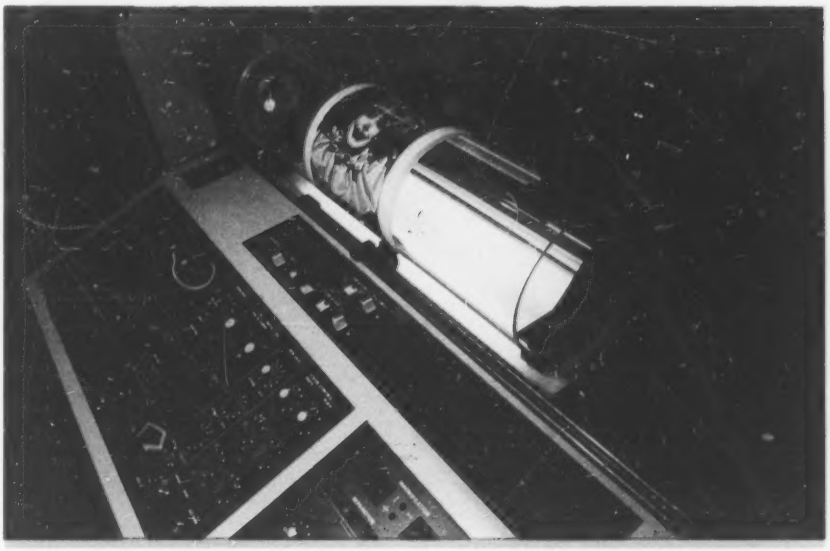
The current models of color scanners were designed primarily for needs of the commercial color separator and are geared to wide-ranging production settings.

Although all color scanners work essentially the same way, each manufacturer uses variant technologies within their product lines. Some scanners use argon or helium-neon lasers; others use xenon lamps as the exposure mechanisms for a variety of films.

Whereas older-generation scanners use screens similar to the ones used with direct-screen systems, some of the newer scanners employ dot generation, an advance that allows the automated creation of halftones without using screens.

Currently, scanners that employ dot generators are limited to rapid-access films, which are faster-developing than conventional films. Both types of film are used in the newspaper industry.

Not all vendors are marketing products with dot generators, but the firms involved in color scanning are continuing to pursue advances in dot generation and upgrading their products to include that technology.



Scanners such as this DS America Corp. model can speed up production.

The need for dot-generating scanners at newspapers, however, is questionable.

Fred Jenkin, northeast regional manager of Royal Zenith's scanner division, points out that commercial shops, which cater to numerous customers with different requirements, stand to benefit most from scanners that generate dots because those machines are easily adjusted to meet most typographical needs. For example, if one customer needs a screen separation of 133 lines with elliptical dots while another wants a 120-line separation with round dots, the operator can make the necessary adjustments without having to deal with a variety of different screens.

Newspapers, however, do not have such a multitude of screen requirements.

On the other hand, newspapers might benefit from possessing dot-generation technology because it eventually will provide an interactive link with pagination systems, in which the dot-matrix pattern of scanned photographs could be manipulated on an editor's screen prior to exposure.

Scanners eliminate guesswork, increase productivity and improve consistency.

The prospect of pagination—electronic makeup of entire pages—is one reason scanner vendors are pursuing advances in dot-generation and modular systems. They are researching ways their products can be used either as stand-alone color separators or as ancillary scanners within electronic prepress systems.

Scitex America Corp., a maker of electronic prepress systems, claims that many if not all color scanners on the market can be used interactively with its electronic prepress systems.

As color scanners become essential elements in advancing newsroom technologies, they will also become requisite if newspapers elect to pursue the new pressroom advances on the horizon. (See story, p. 42.)

Because anilox inking systems used in flexographic-type presses do not have the ink-key adjustments of traditional letterpress and offset presses, the operators do not have the capability of altering the ink density on the press to compensate for poor color separations. But color scanners eliminate the potential for poorly separated transparencies.

"There's no doubt in my mind that if you're going to (print with flexography)," observes Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc., "you have to have an electronic scanner to do the color separations. The color separations have to be right; you can't correct them on the press."

More high-tech applications. Also, if newspapers plan to do achromatic color separation, which involves the electronic removal of undesirable color in a picture, they will have to use color scanners. This type of work cannot be achieved with any other existing technology.

"Achromatic color is a natural for the newspaper business," says graphic arts consultant Michael H. Bruno. "The use of achromatic color will force newspapers to acquire color scanners."

According to Bruno, ANPA's Harrington and other researchers, newspapers will likely pursue achromatic color separation, or "gray-component replacement," because it will facilitate and improve the production of process color.

"Achromatic color separation is going to give newspapers cleaner, more distinct color reproduction," says Arthur M. Boudreau, ANPA manager/technical training.

According to color theorists, achromatic color separation affords better use of the black printer in reproducing color pictures. Because unnecessary colors are removed and replaced to some extent with black, inexpensive black ink is better used, the colors trap (lay together) better and less color ink is needed.

Advent of achromatic separation "will force newspapers to acquire color scanners."

The HCM system at The Register in Santa Ana—the first of its kind at a newspaper—is an example of the utility and flexibility of these next-generation color scanners.

According to Sulzmann, The Register's system—composed of one scanner with two exposure devices—is currently processing about 30 separations per day. All the photographs are cropped and color-enhanced on the machine. The need for color stripping is eliminated because the system positions separations on the plate negatives.

Meanwhile, as pioneering work continues at places like Santa Ana, observers say there is great need for additional research and training on use of color scanners. ANPA is among the organizations conducting scanner research at present, and it continues to provide "hands on" training for newspaper personnel with equipment donated for that purpose.

Royal Zenith recently gave the Association a Linoscan 4050. ANPA Executive Vice President Jerry W. Friedheim said that with this latest donation, "along with the Hell scanner donated by HCM Graphics and the direct-screen system donated by Berkey, ANPA color specialists will be better able to provide quality training in the technologies employed in color separation."

He added that "these advanced pieces of equipment will give ANPA researchers the tools to evaluate effectively the wide range of materials being introduced into the production of quality color printing at newspapers." □

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BAD WEATHER

Newspaper people get the job done when others don't

BY CLARK NEWSOM
presstime staff writer

When snow, ice and bitter winds arrive, newspapers often weather the conditions better than most businesses.

Their delivery personnel rarely are defeated by even the biggest snow drifts. And employee attendance is sometimes better than in fair weather—because everyone knows there is "a paper to get out."

Crippling snowstorms and other inclemencies "sometimes can develop an *esprit de corps*," notes Charles E. Koeble, vice president/circulation director for the Milwaukee Journal and Sentinel. "Many times we get the job done when the post office doesn't."

"Employees tend to pull together" in the worst weather, says Brian C. Thayer, general manager of the Kennebec Journal in Augusta, Maine.

Richard E. Bayer, safety director and maintenance superintendent of the Erie (Pa.) Morning News and Daily Times, observes, "Newspaper people have a reputation for getting to work."

Newspapers that publish in rugged areas have fewer problems than outsiders might expect. "We've adjusted to whatever Mother Nature throws at us," says Dennis M. Nosel, circulation manager of the Warren (Pa.) Times Observer in the foothills of the Allegheny Mountains. "Our drivers know that their job is to get through."

Rocky Mountain News

Denver blizzard in October created some delays.

Most Times Observer employees living outside the city have trucks or four-wheel drive vehicles, Nosel adds.

Richard K. Feather, senior vice president of The Buffalo News, in a city renowned for being snowbound, says he can remember only one time in his 34-year career that publication was blocked by the weather. It was in 1977, when a blizzard forced the News to miss two consecutive days' editions.

"In a community that gets lots of snow, you don't have the same problems" as those that get only an occasional snowfall, says Maurice E. Fearnall, circulation manager of The Sun Times in Owen Sound, Ontario. It had its first dusting this season Nov. 2.

Northern communities are well-equipped to handle snow removal, while many in the South are not, he notes. The biggest headaches occur during a weekend storm when there are no school buses, Fearnall says. Snow-plowing is geared to the timing of the buses.

One weather-related problem for newspapers, especially in the North, is high carrier turnover during the winter. Ron Myatt, circulation director of the Rocky Mountain News in Denver, notes that many carriers stay on through the Christmas holidays to collect tips, then quit in January.

A number of circulation departments have been able to counter that trend with retention programs. The Warren Times Observer, for example, offers a carrier scholarship program each February.

Contingency plans. The reason many newspaper officials do not express great concern about the weather is because they have prepared in advance.

"When it starts to snow, certain people have certain things to do" according to an overall plan, says Rocky Mountain News President William W. Fletcher. At his paper, trucks are moved out of the loading dock area and plowing begins when the first flakes fall—more than a few flakes fell on Oct. 15 this year when a massive blizzard struck Denver.

The paper owns a four-wheel-drive pickup truck equipped with a snow blade. In addition, it has a plowing contract with a private company and leases a nine-passenger, four-wheel-drive vehicle between Nov. 1 and April 1 to transport employees as needed. When necessary, rooms are rented for employees at a nearby hotel.

Fletcher notes that he and many employees own four-wheel-drive cars and vans, and when the heavy snows come, "We start going out and bring key people in."

Another feature of prior planning is to survey to find out who owns four-wheel-drive transportation. The Omaha World-Herald and Bismark (N.D.) Tribune are among papers that have taken such steps. The Tribune partly wanted to identify workers "who are willing to shuttle people in if need be," says Circulation Manager Guy O. Ward.

Front-line decisions. Still, no matter how much contingency planning a newspaper keeps in its back pocket, there often is a flurry of spur-of-the-moment decisions that must be made by a staff watching the snow pile up around them. One of the biggest is whether to move deadlines up for an early press run.

For some newspapers, coping with bad weather is so ingrained in everyday operations that there is no special plan for operation during a fierce storm.

"We don't have a disaster plan," says Fearnall of the Owen Sound daily. Snow is "not a catastrophe."

Likewise, Thayer of the Augusta daily reports that bad weather is "a way of life here," and there is no formal contingency plan.

If delivery on motor routes becomes a problem, Thayer says, "we have to make a judgment call" and decide whether to deliver late or the next day. "It's quite unscientific," he notes.

Regardless of how newspapers answer the special challenges of harsh weather, some executives observe on an optimistic note that a big storm can have rewards. For one thing, the paper gets published and delivered, offering a boost for reader credibility.

For another, there may be important learning experiences. Kenneth R. Todd, circulation director of the Indianapolis Star and News, reports a positive side to the 1978 blizzard that shut down his city: "We put two-way radios in all our delivery trucks so if anyone's in trouble, they can call for help." □

COUPONS

Newspapers' cash registers also ring as the cents-off sensation becomes a popular obsession

BY MARCIA RUTH
presstime staff writer

When a Richmond, Va., automobile dealer decided to clear out his 1984 inventory to make room for 1985 models, he placed two ads in the Richmond Times-Dispatch, each with a $7,500 coupon for his two remaining $52,000 Porsche 928s.

One was snapped up Oct. 26, the night the first coupon appeared; the other left the showroom four days later, after the second coupon was published in Sunday's paper. Other customers arriving ahead of the crowd took advantage of smaller coupon offers clipped from the same newspaper ads—$2,500 and $3,000 off the price of $21,000 and $28,000 Audis and another Porsche.

The Richmond caper, which won national awards as well as a flurry of press coverage when it was tried for the first time two years ago, is highly unusual. But coupons themselves are an increasingly common way for advertisers to sell products and for consumers to save money.

Nearly 80 percent of U.S. households are using coupons for shopping, according to a survey this year by the nation's largest processor of coupons, Nielsen Clearing House, a subsidiary of A.C. Nielsen Co. Typically offering pennies instead of dollars—the average manufacturers coupon shaves 24 cents off the purchase price—more than 80 percent of all coupons are used for the most basic of daily purchases—grocery products. And the average coupon shaves 24 cents off the purchase price.

For U.S. daily and Sunday newspapers, those small scraps of paper are big business. In 1983, coupons accounted for $238 million in newspaper ad revenues, up from about $50 million five years earlier. Although that represents little more than 1 percent of all newspaper advertising, it is enough to make coupons newspapers' fourth-largest category of national advertising, exceeded only by automobiles, cigarettes and airlines, according to the Newspaper Advertising Bureau.

And newspapers' share of the coupon market—traditionally the lion's share—also has been rising steadily. Five years ago, newspapers carried just over three-quarters of all manufacturers' coupons; last year it was more than 80 percent.

"I think it will continue to grow," says Woodrow G. Shadid, president of International Newspaper Advertising and Marketing Executives. "The acceptance is there for papers of all sizes," says Shadid, advertising director of The Daily Pantagraph in Bloomington, Ill.

Photo by Alan Tepper

Manufacturers issued nearly 143 billion coupons in 1983, according to Nielsen. This represents an investment of about $2 billion, including production, distribution, redemption and handling.

These figures do not even count the number circulated by stores such as the Richmond automobile dealer. There is no precise national count of such local retail offers, but industry observers estimate their numbers could boost the total coupons issued last year to more than 200 billion.

Coupons are widely believed to have begun with the C.W. Post Co.'s 1897 offer of a penny off a box of Grape Nuts cereal, but they did not become a fixed part of household shopping patterns until after World War II. Still primarily a U.S. phenomenon, except for recent growth in Canada, coupon use accelerated in the mid-1970s. The number of manufacturers' coupons nearly doubled in the last five years, increasing by 20 percent last year alone.

Redemption, or use of coupons by the consumer, also has increased, by more than 60 percent in the last five years. In 1983, about one of every 20 issued (5.56 percent) was redeemed by consumers.

"People say it's got to end . . . but what you see is they're increasing every year," says Paul Kelly, vice president, marketing of the Grocery Manufacturers of America. "The bottom line is the manufacturers wouldn't keep distributing them if they didn't work."

But even as the coupon bonanza expands, and newspapers steadily increase their share of the coupon pie, there are concerns.

Although newspapers dominate coupon distribution by a wide margin, they are watching the direct-mail industry for signs of future expansion. Direct mail delivered only 4.3 percent of all manufacturers' coupons in 1983, but that represents a one-third increase from 1981.

Newspapers are also observing with some misgivings as coupons shift from ROP toward free-standing inserts, almost entirely brokered by other firms. In 1983, 43 percent of manufacturers' coupons carried by newspapers were presented in free-standing inserts, compared with only 4.5 percent 10 years before.

Special Report

And while newspapers are pleased to be the dominant carrier of coupons, some newspaper executives fear this success could lead to a limiting role. That is, manufacturers might view newspapers only as a delivery vehicle for coupons rather than as a broad-based advertising medium for their products.

Another concern, not restricted to newspapers, is "misredemption," which some observers say is the fate of about 20 percent of all coupons issued. Various efforts—by manufacturers, retailers, brokers and distributors—are under way to combat misredemption, including the use of electronic scanning equipment to process coupons.

How coupons work. Although coupons are counted as advertising revenue by newspapers, at the manufacturers' level they often are considered promotion. That is, they seek an immediate response to an offer rather than a decision based on the product.

Individual companies are reluctant to discuss specific strategies, but in general the increased use of coupons is part of a trend toward using promotion budgets to reach the consumer directly rather than the more traditional approaches of advertising and in-store displays.

Most often, coupons are used as part of a "media mix" in a new product campaign: Advertisers "drop" coupons as the opening salvo, then follow up with print or broadcast advertising. "We think of them as the best mechanism to get people to try our products outside of giving away free samples," says Carol Boyd, public affairs director for The Procter & Gamble Co, the nation's largest producer of coupons.

Considered a flexible marketing tool producing quick results, coupons also are used to adjust retail inventories in particular locations and to alter prices without officially changing them.

Processing coupons, on the other hand, moves slowly.

Once the consumer redeems the coupon—turning it in at a check-out counter for money off the product purchased—most coupons take an extra step, moving from the retailer to some sort of clearinghouse, before they return to the manufacturer that issued them.

Typically, a retailer will send boxes of coupons to a clearing house and receive about 8 cents each for handling plus reimbursement for the value of the coupon paid to the consumer. Payment by the clearinghouse is often made immediately on the estimated number and adjusted later after the coupons are actually counted. The clearinghouse then sorts by manufacturers. It charges the retailer about 1-2 cents for each coupon processed and bills the manufacturer for the clearinghouse's payment to the retailer.

Nearly 90 percent of manufacturers' coupons are sorted outside the United States—75 percent in Mexico and 12.5 percent in Haiti—according to a three-year study of coupon practices conducted in the early 1980s by Arthur Anderson & Co. of Chicago.

Companies issuing coupons do not represent a broad range of industries, with 82.7 percent of all coupons issued for grocery products and most of the balance for health and beauty aids. Most are used by manufacturers of packaged goods for which consumers perceive a proliferation of brands but relatively little substantive difference among products.

In 1983, the most active categories in terms of coupon usage were instant coffee, detergents, dry dog food, dentifrice, dishwashing liquids, cereals and ground coffee, according to a Stamford, Conn.-based company, Majers, which measured the effect of different types of promotions on product purchases in 24 metropolitan markets.

Top coupon-issuing companies include Procter & Gamble, General Foods, Ralston Purina, Quaker Oats, Lever Brothers, Kellogg, General Mills, Pillsbury, Carnation, Kraft Foods, Campbell Soup, Nabisco Brands, Colgate-Palmolive, Borden, Union Carbide, Hunt-Wesson Foods, Nestle Enterprises, Bristol-Myers and Kimberly-Clark.

By all accounts, couponing reaches throughout the population but attains its greatest popularity among the middle or upper-middle class. Although it might be assumed that people who need the money most would use more coupons, statistics show the reverse to be true.

According to a 1983 study by Simmons Market Research Bureau, households with incomes of $40,000 or more used coupons 14-percent more than households with incomes below $10,000. Couponing by college graduates was nearly 14-percent higher than among high school dropouts. People in houses worth $50,000 or more were almost 8-percent more likely to use coupons than those with less expensive homes.

Racial differences in coupon use are more pronounced. Nearly three-fourths of whites, but just over half of blacks, use coupons, according to Nielsen and Simmons. Hispanics and others measured fall in between.

Not surprisingly, with women shopping more than men, 80 percent of women, but only 55 percent of men, use coupons, according to Nielsen.

Homemakers between the ages of 30 and 60 are the heaviest users, with families more prone to use coupons than people living alone.

Within this family-oriented, middle-class profile, however, there is another well-defined group—the heavy user. "One-third

of the coupon clippers clip two-thirds of the coupons," estimates Martin Sloane, whose column, The $upermarket $hopper, is published in 253 papers through United Feature Syndicate.

Organized in coupon clubs throughout the country, united by common publications, and fueled by the seemingly endless stream of special offers from American industry, there is virtually a subculture of couponers. What sets them apart from the average housewife who redeems an occasional coupon for dog food or hair conditioner is their organization. (See story, p. 16.)

Heavy couponers also tend to be heavy users of refunds, which offer bigger rewards but absorb more time than simply redeeming coupons. While nearly 80 percent of the population uses coupons, 41 percent takes advantage of refunds, according to Nielsen.

The hard-core couponers and refunders are identifiable in the supermarket. Cruising the aisles with their shopping lists and small accordian files of coupons and refund slips, they pass up items for which they have no offers, double-loading their carts when they have two or three coupons in hand or need another box top to cash in on a refund.

Alan Tepper

Coupon redemption has increased dramatically in the '80s.

Statistics vary on the impact of coupons on brand choice, and whether the "heavy users" confound the manufacturers' intentions. But for those who persevere, the savings are considerable—perhaps 20-40 percent off regular grocery bills.

Newspaper concerns. While the consumer can make big money with newspaper coupons, newspapers are concerned that perhaps they are not faring as well as they could from the service.

The heaviest coupon producers are among the nation's largest advertisers, but except for their coupon accounts they do not give a large portion of their advertising budgets to newspapers. For example, although four of every five grocery-product coupons are distributed by newspapers, only 6-7 percent of national food advertising is placed with newspapers.

"We are being used promotionally, not for image-building or continuity," says Mac Morris, vice president and director of national advertising at NAB. At the same time newspapers are working to increase their overall share of national advertising, they are offering increased circulation to coupon accounts, which might otherwise seek wider audiences through direct mail.

The bureau is currently working with newspapers to encourage them to offer a targeted group of advertisers prime positioning in their food pages and other sections depending on the category of advertising, if they advertise on a regular basis. "This will allow advertisers to use the frequency of our medium with prime position the same way they buy broadcast time," says Morris. "What we're doing is selling continuity of advertising instead of promotionl advertising."

According to a recent survey by the International Circulation Managers Association, about three-quarters of newspapers responding have total-market-coverage programs, and 90 percent plan to have them by the end of next year. Some papers use such programs to distribute coupons.

Although direct mail distributed only 4.3 percent of manufacturers' coupons last year, its share is growing and there are indications that if retail coupons—which are not included in the Nielsen national tabulation—were counted, that percentage would be higher. This concern is heightened by recent developments in the direct-mail industry.

In October, John Blair Marketing, currently newspapers' second largest broker of coupon inserts, and Advo-System, the nation's largest direct-mail distributor, announced a reorganization into a new firm, Advo-System/John Blair Marketing. (See story, p. 35.) At the same time, the new company announced a decrease of 25 percent in newspaper inserts in 1985, and an increase in "couponing vehicles" of 10 percent, presumably by increasing the share delivered by direct mail.

Other direct-mail coupon distributors also are expanding their operations. The largest, Donnelley Marketing, has announced an increase in base distribution from 26 million households in 1984 to 30 million in 1985, and from eight to nine mailings. St. Petersburg-based Val-Pak, which reaches 25 million households with coupon packages put together by a network of about 240 independent distributors, is planning to include coupons for nationally distributed products along with its predominantly local offers.

Also entering the coupon field are computers, but it is too early to tell what their impact will be on established distribution patterns. Some act like vending machines, dispensing coupons to store customers. Another type, still in the testing stage, would distribute coupons at the cash register, selectively targeting consumers based on products purchased at the time [presstime, Oct. 1983, p. 26].

But it's not just competitors or potential competitors that concern some newspapers. They chafe at the revenue lost to private firms for preparing free-standing coupon inserts, and they cite the nearly tenfold increase such middle men achieved over the past decade to the point where last year they produced 43 percent of all manufacturers' coupons. Others in the newspaper

business, however, take a different view.

The free-standing coupon insert is "found business for newspapers," says Richard L. Neale, NAB vice president of the food division. "It gives an advertiser magazine-type quality, plus a coupon, plus the newspaper's tremendous circulation. It really has been a significant addition to what (advertisers) could do before."

These free-standing coupon inserts are most prominent in newspapers on Sundays. About 41.5 percent of all manufacturers' coupons are delivered in Sunday papers, more than are distributed by any other medium. And the figure may increase next year. The 52 papers in the Sunday Magazine Network plan to offer their 22 million households a "Super Savers Spread" of coupons in 1985 in an effort to increase the meager 4.9 percent of coupons now appearing in newspapers' own magazines. Also planned for 1985 is a coupon spread by the two large syndicated Sunday magazines, Parade and Family Weekly, for their combined circulation of 38 million [presstime, May 1984, p. 49].

The second largest coupon time is "Best Food Day," which for 68 percent of daily papers falls on Wednesday. Dominating the weekday market is the Connecticut-based Newspaper Co-op Couponing, which virtually blanketed the daily newspaper market in 1984 with black-and-white coupon pages in more than 1,000 newspapers with more than 54 million circulation. It's weekday color coupon inserts appear in more than 350 papers.

But as eager as advertisers are for newspapers to carry their coupon inserts, they oppose newspapers' using the presence of coupon inserts to boost circulation. This seeming paradox arises from advertisers' desire to keep a tight rein on their coupons, and both sides are working cautiously towards a compromise through the Audit Bureau of Circulations.

The advertisers' main fear is an increase in misredemption—illegal redemption of coupons by people who are not consumers of the products promoted—says Jules Fine, executive vice president and director of marketing services for the Ogilvy & Mather advertising agency. As a member of the ABC Coupon Task Force established five years ago, Fine has argued the advertisers' case against newspapers' publicizing the value of the coupons they carry.

In addition to the threat of misredemption, says Fine, such advertising might lead to "erratic circulation" on coupon days, which could upset the figures advertisers now have about coupon redemption. "Advertisers are not necessarily interested in the maximum circulation to be achieved. They want a predictable one," he says, and they also question "the value of the readership"—that is, whether someone buying the paper just for the coupon is as valuable to the advertiser as the average newspaper reader.

These fears are currently reflected in ABC rule C 1.14, which does not allow counting as paid circulation copies of any

A place where people elevate couponing to the status of an art form

They barely look up when a stranger walks in.

Hunched over flowered plastic photo albums, thumbing through card files in well-worn shoeboxes, moving from table to table in search of one more elusive scrap of paper, these women make use of every spare moment at their "Coupon Convention."

From 9 to 4:30, it's serious business at the Edwin M. McKee American Legion post 131 in Whitestone, Queens, N.Y. From the boroughs of New York City and a handful of surrounding states, they are here Oct. 27 to trade, to bargain, to add whatever they can to their year's worth of painstaking clipping and saving and filing. Coupon parties like the annual Whitestone affair, which this year attracted about 100 people, all but two of them women, are repeated in towns and cities across the country.

If Martin Sloane, the "Dear Abby" of the coupon set with his syndicated $upermarket $hopper column, is right that "one-third of the coupon clippers clip two-thirds of the coupons," it's women like Flushing housewife Ellen Lentini who confound the national statistics on coupon use.

The mother of an 18-month old, Lentini says she saved $1,123.26 last year from coupons and cash refunds—"and that doesn't include free products." Accumulating 300 "points" from Pampers, she won her child a $50 U.S. savings bond from Proctor & Gamble.

"I'm so proud of myself," she says. "I'm accomplishing something."

What Lentini is referring to is "refunding." While couponers say they average an hour a day clipping and filing (by product category and expiration date), "refunding" can be nearly a full-time job. It involves collecting "proofs of purchase" and writing letters to manufacturers.

"It gets in your blood," says Queens Village resident Marge Geary. Next to her file of coupons and refund slips, she shows off a paper bag full of pizza boxes. "One time they'll ask for the UPC code, next time they'll ask for 'net weight,' and next time it will be 'double sealed for freshness.' M&Ms and Nestle's are notorious for that," she says. "They want you to go out and buy it right then and there."

Like some of the other women, Geary, who started couponing 11 years ago, is saving her next set of profits for a computer to keep track of her savings.

"Who cares about 25 cents off a loaf of bread anymore, when you can get a dollar back for a 20-cent stamp and three box tops?" asks Susan Curry, the Whitestone housewife who organized the convention.

For acknowledged "coupon queens" like Susan Samtur, who publishes the 85,000-circulation Refundle Bundle out of her Scarsdale kitchen, the secret lies in a combination of couponing and refunding, plus market strategy, and the single most important ingredient—organization. Watch for sales, use a supermarket that doubles coupon values, add a manufacturer's refund, and you can on occasion wind up making money by going shopping.

Using this "triple play" strategy, the former school teacher, who now gives shopping advice as a full-time career, periodically carries out a *tour de force*. Her latest is a $519.66 supermarket shopping spree for which she laid out only $22.10.

newspaper that publicizes coupons worth more than 50 percent of the purchase price on or before the day of publication. (Papers are, however, permitted to advertise afterwards, and some do.)

On the other hand, "newspapers feel that same-day promotion of coupons will not necessarily affect the coupon results as dramatically as advertisers think it might," says Edward W. Estlow, chairman of the ANPA/NAB-ABC Liaison Committee, formed to look into possible revisions in ABC procedures. "If the change in redemption of coupons is minimal with same-day promotion, then the rule ought to be changed" because "newspapers might conceivably gain circulation," says Estlow, president and chief executive officer of Scripps-Howard.

"Anybody who is doing (misredemptions) on a substantial scale is well aware of the value of the coupons," says Leo Bogart, executive vice president and general manager of NAB, who terms the ABC rule "illogical and unreasonable" and the advertisers' concerns "unfounded."

To ascertain the possible increase in circulation and misredemption that might occur if coupons were advertised, NAB has proposed a test in four cities, with support from ANPA and ABC. The test is currently being developed and is expected to take place early next year. "It's a real dilemma," says Grover J. Friend, publisher of the Bucks County (Pa.) Courier Times and a member of the ANPA/NAB-ABC committee. "If we say we will get a lot of circulation, the advertiser says he doesn't want it. If we say circulation sales aren't going to be that great, the advertiser uses the argument against us."

"You can speculate all you want because the rule has never been tested," says Estlow. "All we're saying is, 'Let's see'."

Misredemption. Everyone agrees that a major problem with coupons is the threat of misredemption, but nobody knows exactly how much takes place.

"As long as I have been involved in this, I have been looking for hard numbers," George Simko, chairman of ABC's Coupon Task Force, told representatives of top advertisers, agencies and newspapers who attended an ABC-sponsored Coupon Forum in New York City Oct. 16. "What you wind up with, I suppose, is kind of a collective wisdom that says on any couponing effort you could probably count on somewhere in the range of between 15- and 25-percent misredemption," said Simko, senior vice president of Benton & Bowles, an advertising agency that represents some of the largest coupon users.

Observers tend to agree that misredemption, though critical, is not growing. "If anything, it's horizontal or it's going down a bit," says Edwin Vesely, director of coupon redemption services for Donnelley Marketing, which acts as an agent for a number of large companies. "Manufacturers are becoming more sophisticated and alert; retail associations are doing something about it; people are getting tossed in jail."

Marcia Ruth

Savings in the thousands of dollars are realized by some people.

That's a savings of over 95 percent. Her average, she says, is 40 percent.

"It gets to be a disease," says special education teacher Wendy Gold, who travels to Connecticut to shop (except for ice cream) because "they don't double-coupon in Brooklyn."

There are a lot of mother-daughter combinations here, and much talk about how essential family and neighbors are to success. "I have this lovely mailman," volunteers a Brooklyn mother. "He doesn't like to deliver (advertising pieces) so he stuffs them in my mailbox," she says.

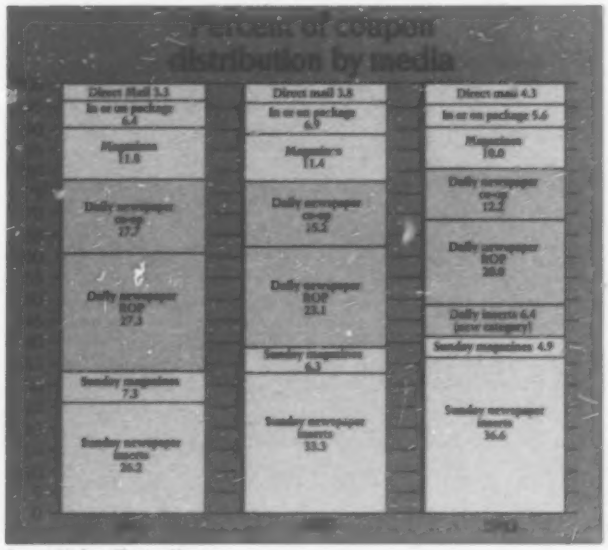
Nearly everyone talks about trips. Third-grade teacher Jacqueline Bierman had the best one—Australia, New Zealand and Tahiti, with $3,000 saved from three years of couponing and refunding "a couple of hours a night."

Product preference is not the issue.

"I look for products I use—and I look for products I don't use that have a good deal," says Wendy Gold. "There is no reason to buy dog food if you don't have a dog—unless you can make money on a refund," says Oceanside schoolteacher Sue Fox, whose husband "doesn't laugh at me anymore" when he sees how much money she saves.

Does this confound the objective of the coupon? "No," says Sloane, who dropped into the convention briefly. "The bottom line is we have helped the manufacturers more than they've ever dreamed. The major challenge is generics," he says, and coupons keep the consumer focused on brand names.

"I don't go generics," says Margaret Serzo, who came from Astoria, N.Y., to attend the convention with her daughter Ellen Lentini. "When you have the coupon, you buy the good brand cheaper, so I buy that." Pat Portella, a Brooklyn job counselor, agrees. "It makes you more aware of different brands, of the competitiveness in the market itself," she says. "It makes you more aware of the value manufacturers are giving consumers."



Alberto Pacheco

Source: Nielsen Clearing House

There is also a consensus on the form major misredemption usually takes. Usually, someone with close ties to the food distribution business brings together the two main components of coupon fraud—a "source," such as a newstand operator or newspaper truck driver, and a "front," usually a group of "mom and pop" grocery stores that ship coupons to clearinghouses, pretending customers have redeemed them for products. In the late 1970s, two such California schemes netted an estimated $10 million in coupon fraud in San Diego and another $6 million in the San Francisco Bay area. In San Diego alone, 49 store owners and ringleaders received sentences ranging up to five years in jail and fines of up to $15,000.

Coupon scams may also involve dishonest clearinghouse employees, managers of major supermarket chains or private citizens fronting as retail outlets.

Because all payment schemes ultimately involve the mail, the U.S. Postal Service has been the principal monitor of coupon problems. However, USPS does not investigate every reported incidence of coupon fraud. "If we see a major operation in progress, we'll investigate, but if it's just a small operation, this is something we'll leave up to the locals or the industry itself," says Walter Ladick, program analyst in the Fraud and Prohibited Mailings Branch. "It's primarily an industry problem."

So far, newspapers have borne the brunt of advertisers' concerns about misredemption. "We have to start with the point of view that coupons are money, and we are using the newspaper to handle money," says Ogilvy & Mather's Fine.

At the insistence of advertiser and agency members, the ABC began a Coupon Distribution Verification Service in 1979 to rate newspapers on such security precautions as locking up preprints before they are inserted and disposing of those not distributed, as well as destroying plates used to make ROP coupons. The service has charted significant improvements in coupon security among participating papers, which now number 129 in the United States and seven in Canada, primarily in larger markets [presstime, Oct. 1984, p. 35].

But even among strong proponents of newspapers' tightening up security, there is an awareness that other industries also need to improve their coupon-handling.

"A number of us feel newspapers have been wrongfully accused of condoning deceptive practices in the coupon misredemption area," Howard L. Hay, circulation director of the Chicago Tribune, told the Coupon Forum. "We feel that many of these practices are the result of poor control by advertising agencies and manufacturers who perhaps overlook other problem areas in printing, distribution and redemption practices.

"In my opinion," continued Hay, who oversees an elaborate security system at the Tribune, "much of the negative talk comes from areas such as direct mail who stand to gain by our loss." Indeed, preprint brokers have been among the strongest critics of newspapers on this issue. Most have adopted stringent security requirements newspapers must follow in order to carry their coupon circulars, and these safeguards have in turn produced another set of problems for some newspapers.

One such measure limits preprints to ABC-audited circulation, published every six months, instead of the newspapers' designated press-run. This irritates papers with growing circulations. "Our problem is getting enough coupons for our customers," says Frank W. Arnold, circulation director for The News & Observer and The Raleigh (N.C.) Times.

While public attention focuses on newspapers' efforts to verify coupon security, manufacturers, retailers and clearinghouses are working quietly to secure other segments of the coupon pipeline.

"At the bottom line, let's not lay this whole problem at the feet of the newspapers," Simko told the forum. "We are all aware that probably the largest segment of the misredemption problem

'Broom Hilda' **By Russell Myers**

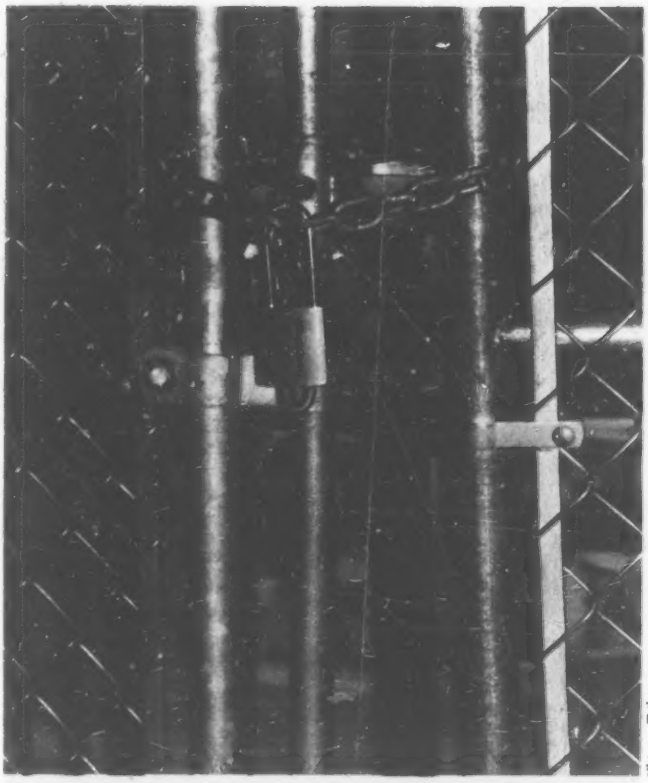
Reprinted by permission of Tribune Media Services Inc

exists at the consumer and at the retailer level."

Others, such as Thomas E. Dolan, vice president of Nielsen Clearing House, look to manufacturers for more action. Until such time as there is a strong effort on the part of manufacturers to address the problem, he says, "the efforts (to control misredemption) may be perpetually diffuse and relatively ineffective."

Focusing on the principal players in the coupon system, the progress that has been made toward curbing misredemption includes:

• Consumers: It is widely believed that electronic scanning can bring consumer misuse of coupons virtually to a halt. Simply stated, if all stores had scanners, and all coupons as well as all products carried the bar-shaped Universal Product Code, retail cash registers could intercept consumers attempting to redeem coupons without product purchases.



Chicago Tribune

Before inserting, coupon preprints are locked up.

More than half of the large U.S. supermarkets—which account for two-thirds of the volume of grocery sales—had scanners by 1983, and virtually all packaged grocery products now carry the UPC symbol. But applying the symbol to coupons had been delayed for several years by a patent challenge, which was settled in 1983. The first large field test of coupon-scanning currently is taking place in a Rochester, N.Y., supermarket chain, and manufacturers of scanning equipment are gearing up to add coupon scanning to cash registers nationwide.

• Retail sales: Coupon-handling, and therefore random misredemption, at the retail level has been significantly improved as a result of the three-year study by Arthur Anderson & Co. Aimed at reducing inefficiency rather than specifically combating misredemption, the three-year study concluded that retailers could save perhaps one-third of the $280-million cost of coupon-handling by tightening up practices at the retail level.

• Clearinghouses and redemption centers (the former process coupons for the retailers, the latter carry out the same function for manufacturers): As computerized databanks expand at the firms handling coupons, it becomes more difficult for large quantities of fraudulently processed coupons to escape detection. "Our people are trained to identify suspicious-looking shipments, with coupons all in mint condition, 'gang cut,' or other obvious indications someone is misredeeming," says Vesely at Donnelley Marketing. "If a cleaner and dyer wants to redeem coupons for bakeries, we kind of look at that with a jaundiced eye. If a clothing store starts redeeming cigarette coupons, we send somebody up there."

Nielsen Clearing House, which receives coupons from a large percentage of the nation's 168,000 retail outlets, alerts manufacturers to poor retail risks, which number about 2,700 at the present time, says Dolan.

• Manufacturers: Consolidated effort is most difficult at the manufacturers' level, where fear of antitrust violations constrain competing corporations from taking joint action. "On coupon fraud we do not even exchange information," says Kelly of the Grocery Manufacturers of America. "And we will not have any part in trying to get companies together to try to investigate fraud."

Others are reluctant to move in on suspected retailers for fear of losing outlets for their products. "We have to be very tactful," says one industry representative. "We're not participating in fraud. We just can't afford to alienate our major accounts."

Although manufacturers are constrained from acting in concert at the corporate level, many of their employees have attacked coupon fraud through the Arlington, Va.-based American Society for Industrial Security, a trade association of security specialists. Organized in 1955, the group now has over 19,000 members in over 175 chapters around the country.

It was one of ASIS's committees that organized the 1983 "sting" operation in Chicago and New York that used a coupon for a fictitious shampoo called Essent to uncover massive coupon fraud [presstime, July 1983, p. 38].

According to Coupon Security Committee Chairman Richard Reeves, ASIS is currently studying model legislation to crack down on coupon fraud. Under the current status of state and federal laws, says Reeves, "If the mail is not involved, we just can't prosecute."

Despite the problems afflicting their use, coupons have come a long way since C.W. Post first made its offer 87 years ago. So have newspapers, which have achieved first place among coupon distributors, with their closest competitors far behind.

Observers agree that maintaining this lead depends on newspapers' being able to demonstrate that the medium is secure. And as coupon security improves, the newspaper industry finds itself in a unique position to ride the wave of coupons' popularity both with advertisers and with consumers.

"Newspapers carry four out of five grocery coupons because they are by far the most efficient way of reaching the mass consuming public," says NAB's Bogart. "We have a great deal at stake in this kind of advertising, which has grown dramatically and will continue to grow as long as we remain competitive and responsive to our advertising customers' needs." □

wspapers Marketing News

BY RICK KASPAR

The battle cry at newspapers is no longer 'Sell whatever we produce.' Now it's 'Produce what the market needs.'

Without question, one facet of newspapering that is undergoing tremendous change is marketing. Both advertising and circulation have evolved rapidly in recent decades as markets have seen alternatives proliferate in a changing environment, even in small towns.

In advertising, consider direct mail. Since 1978, third-class unit costs have decreased while newspaper advertising costs have risen. Direct mail is attaining greater credibility while shared or "marriage mail" is developing as a marketing strategy. At the same time, marketing information is becoming more precise. The 1980 Census yielded demographics to the ZIP code level for the first time.

In terms of circulation, remember that newspaper penetration has declined. Two-worker households and leisure time have increased, both affecting readership. The motivations that brought great masses of people to newspapers are still there. But in this age of information, other media are becoming readily available to satisfy people's informational and entertainment needs.

These and other developments have led advertisers and readers to examine alternatives that would satisfy their needs. In turn, this has changed the basic thrust of successful newspaper companies from a production emphasis to a consumer emphasis—in short, to one that is marketing-oriented.

This orientation is nothing new in the business world. Manufacturers and major retailers adopted it long ago. The typical attitude of the American businessman towards marketing once was: "The sales department will sell whatever the plant produces." Today, it is increasingly: "Our job is to produce what the market needs."

The difference is the change from selling to marketing. Selling focuses on the seller's needs; marketing focuses on the buyer's needs.

Thus, newspaper marketing is geared toward ascertaining how newspapers can best adapt their resources and objectives to outside opportunities. Here are the steps in the circulation or advertising marketing process:

1. Examine the type of market—reader, retailer, etc.

2. Analyze the forces affecting that market: law, competition, economy, technology, distribution, culture, etc.

3. Look at the major demographic and psychographic segments within the market. Recognize that demography is not always the best way of looking at markets. Its premise implies that buyer motivations will be reflected in age, sex, income and geographical location. This often is not true. Markets should be examined for important differences in buyers' attitudes, motivations, usage patterns, style preferences and values (economy, best buy, personal enhancement, etc.).

4. Measure the market. List the various sub-markets and their sizes. For example, if one of your reader sub-markets happens to be young marrieds, estimate its size in household units and population. Analyze the market in terms of specific targets, such as geographic location or demographic/psychographic groups.

5. Set goals. They provide the ultimate criteria for resolving difficult decisions and priorities as well as help the organization "march together." Ask yourself this question: Where are we and where do we want to be, given all of the above?

6. Plan. After goal selection, the market program must be planned. This involves short-term decisions (personnel commitments, for example) and long-term decisions (such as equipment purchases).

Market segmentation. Perhaps the concept that is most essential to understanding this "new" marketing philosophy is the concept of market segmentation.

Historically, most retailers have followed a philosophy of "undifferentiated marketing": one product to draw all buyers within one market. For example, in the beginning, Henry Ford marketed his Model T under the slogan, "Any color you want, as long as it is black." Another example is Coca Cola, which for years was available in only one flavor and one bottle size, and it was advertised with only one theme, "The pause that refreshes."

This "undifferentiated marketing" occurred because businesses were driven by a production logic—produce as much as you can as fast as you can, and then "let sales sell it." A narrow product line minimized production, advertising, inventory and transportation costs. And while this method was able

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papers Marketing Newsp

to reach broad markets, it left out large—and expanding—markets because of its generalized approach. That's why manufacturers and major retailers decided they needed to segment their markets.

In the newspaper industry, we had relatively narrow advertising and circulation product lines, with few editions and fewer zones. We were too generalized, but didn't realize it.

Changes were occurring in packaging (targeted direct mail, shoppers, preprints), distribution methods (doorknob operators, shared mail) and pricing, all of which gave our advertisers an unprecedented array of alternatives that could deliver from pinpoint exposure to market saturation.

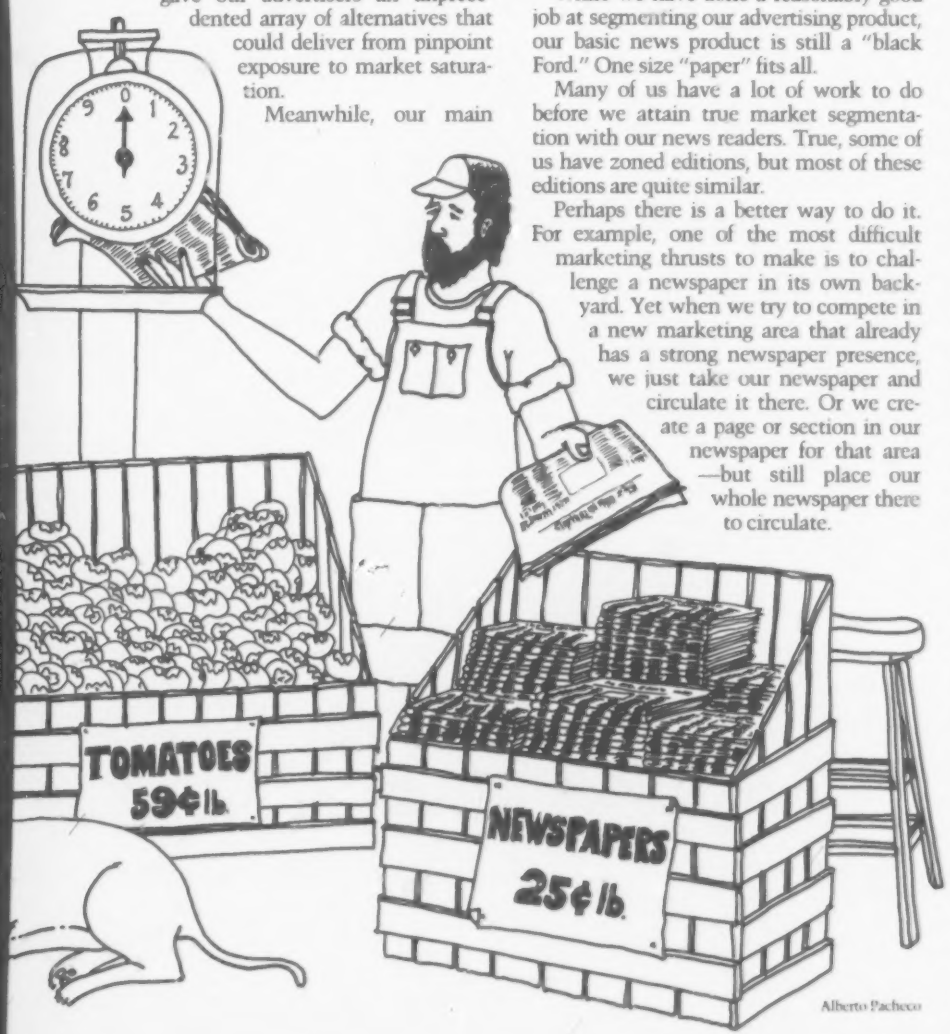
Meanwhile, our main strength—mass coverage with low cost per unit—caved in somewhat under an onslaught led by speciality printing, target marketing, higher newsprint prices, lower third-class mail rates and decreased circulation penetration.

The result has been a need to segment our markets according to the various, distinguishable sub-markets. By segmenting a market, a newspaper can spot and compare marketing opportunities, use marketing responses to guide allocation of resources and make finer adjustments to product marketing appeals.

While we have done a reasonably good job at segmenting our advertising product, our basic news product is still a "black Ford." One size "paper" fits all.

Many of us have a lot of work to do before we attain true market segmentation with our news readers. True, some of us have zoned editions, but most of these editions are quite similar.

Perhaps there is a better way to do it. For example, one of the most difficult marketing thrusts to make is to challenge a newspaper in its own backyard. Yet when we try to compete in a new marketing area that already has a strong newspaper presence, we just take our newspaper and circulate it there. Or we create a page or section in our newspaper for that area —but still place our whole newspaper there to circulate.



Alberto Pacheco

A far more creative, and I think successful, way to do it has been attempted by very few newspapers in this country: Simply create a new newspaper to compete with the predominant paper.

The economics are more favorable, competition can be on a more even level from an antitrust standpoint, and reader perceptions can be that the new paper is a hometown one, which could greatly influence circulation.

Good examples of this strategy by Knight-Ridder Newspapers Inc. are papers in Milledgeville, Ga., and Delray Beach, Fla., started by the Macon Telegraph and the Boca Raton News, respectively.

Elements of the new philosophy. So what is the new marketing philosophy of newspapers? It has three basic points:

First, newspaper management must realize that customer needs should determine the paper's basic orientation. This enables management to spot new product opportunities and desirable product changes more quickly.

For example, when television viewing soared, so did our coverage of it. As a result, newspapers now have a formidable product improvement in their Sunday packages—TV Magazines.

Perhaps an idea whose time has now come is to do the same thing with magazines. Magazine sales are soaring, and it seems to me newspapers could perform a valuable and profitable service by offering a weekly page summarizing the contents of their markets' best-selling magazines.

Second, the new marketing philosophy means a new way of selling. The old-time newspaper started with its product and saw its job as creating demand, luring as many people as possible into its pages. Thus, in circulation, we created sales teams geared toward knocking on all doors, selling as many subscriptions as possible.

Today, modern marketing-oriented newspapers start with the needs of a definite group of people in mind and seek to supply that group's informational and entertainment needs. We use market research, focus groups and other sophisticated methods to modify our news products, while pinpointing sales efforts using subscriber/non-subscriber lists, direct mail and other targeted techniques.

Third, the new marketing philosophy brings a newspaper's own interests into greater harmony with society's interests. A marketing orientation means management builds its future profits on seeking better ways to satisfy human needs.

A company that adopts this philosophy will have to adjust its corporate strategies. To increase circulation and advertising sales, it will pursue: market penetration—going after the existing market through more aggressive promotion and distribution; market development—taking current products into new markets or cities; product development—turning out improved or new products for existing markets; and diversification—developing new products for new markets.

To carry out these strategies, a newspaper may require new machines—pagination and mailroom equipment, for instance. And in the long run, we will probably have to do something with our presses to be able to target run-of-paper advertising.

But be forewarned: Introducing a new marketing philosophy can bring conflict to an organization. Requests and pressure by the marketing-oriented circulation or advertising departments can change production schedules or increase the financial department's woes.

For example:

- The production department may emphasize long lead times, few product variations, ease of production and less-than-optimum quality control. The marketing-oriented department may ask for short lead times, many products, heavy use of color and tighter quality control.
- The financial department may ask for strict rationale for spending, standard transactions, few reports, low credit risks and tough collection procedures. The marketing department may suggest intuitive arguments for spending, special terms and discounts, many reports, medium credit risks, and easy collection procedures, respectively.

In some cases, hostility against this marketing concept can erupt into costly power struggles and inconsistent actions. And good intentions won't solve all such

problems. We must begin to place greater emphasis on rewarding departments for overall *company* performance, not just their performance, to reduce the conflicts.

So, a newspaper that is market-driven is one that is marketing-oriented. It gives readers what they want. Studies show how different "what news editors think is important" is from "what news readers think is important"; this reminds us that to a great extent, our industry is still not market-oriented.

Essentially, the new marketing philosophy for newspapers is that we are a consumer-goods business, filling informational, entertainment and other needs of consumers. Our long-term goal, therefore, should be to adjust our newspapers to our readers' needs. That's newspaper marketing coming of age! □

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An uncertain marketplace takes telecommunications toll

BY KATHLEEN CRINER
and JANE WILSON

(Editor's note: This article, the last of a series, looks at how newspapers are responding to changes in the telecommunications marketplace. Part one, a historical overview of electronic communications, was published in October's presstime. *Part two, covering the evolution of various electronic technologies, appeared in November.)*

It is the late 1970s. Breakthroughs in telecommunications technology are starting to gather momentum, futurists are beginning to dream aloud of something called "home information centers," and the daily newspaper is being dismissed as a lumbering dinosaur soon to be rendered extinct by interactive cable, optical fiber and hand-held computers.

Publicly, most newspaper executives scoffed at these predictions, but privately many were concerned. Publishers believed they needed to act—they didn't want to be caught unprepared. Dozens of newspapers rushed to sign up for the CompuServe electronic-database experiment, to provide programming for cable TV channels and to file for low-power television licenses.

Some of these and other similar ventures have been disappointments. Several projects have folded, and it's quite clear that electronic publishing will not evolve as quickly as once predicted.

As a consequence, interest has cooled; some publishers have grown complacent. However, most newspaper people now have a better understanding of telecommunications problems and opportunities, leading, we believe, to ventures that will be more carefully conceived and executed in the future.

If you ask publishers why they've entered the telecommunications market, the answers you hear are remarkably similar. They want to preserve their local franchise, protect their base, and maximize the use of resources in their editorial and advertising departments. Most of them also mention what is probably the most compelling reason of all: to make money.

Early efforts. Cable was one of the first and most attractive telecommunications markets for many publishers. The Ottumwa (Iowa) Courier in 1978 became the first newspaper to establish a cable programming venture. By 1983, 120 newspapers were programming at least one cable channel within their circulation areas.

Most of these ventures were launched defensively and with little planning. Using character generators, the newspapers began offering a mixture of text news and classified ads with primitive graphics.

Because of the limited technology, viewers of such services can't select what they want to see or when they want to see it. But the low cost of entry—an estimated average investment of $40,000-$50,000—makes these services attractive, especially to smaller newspapers where videotex may not be an option.

Other newspapers have supplemented scrolling cabletext with local video news shows (often produced in their newsrooms) or they serve as the cable operator's representative, selling the local advertising availabilities on Cable News Network and other national cable program services.

Regardless of the approach, newspapers have found that cable isn't the cash cow they had hoped it would be. In the past, cable operators were often reluctant to lease a channel for fear of being regulated as a common carrier. The character-generator technology is limiting, and, most importantly, advertising sales are difficult because of the lack of sophisticated audience-measurement techniques. The future may be brighter. The Cable Advertising Bureau reports that local ad sales increased 20 percent in 1983 and that this trend is expected to continue.

Newspapers now have better understanding of telecommunications problems and promise.

Given these problems, several ventures have closed. However, companies with cable services still operating remain enthusiastic and eager to upgrade by introducing video, expanding to adjacent cable systems or experimenting with teletext.

Low-power TV also prompted a small stampede among newspaper publishers. In fact, we estimate that newspapers filed approximately 5,000 of 35,000 LPTV license applications at the Federal Communications Commission.

But this technology, too, has often proven disappointing [presstime, Feb. 1984, p. 4]. Regulatory delays have discouraged many, and those granted licenses often found that construction and programming costs or competition from other stations and cable were greater than expected. Once again, poor planning seems to be the culprit.

Videotex ventures. In the technologically more sophisticated videotex arena, many newspapers now offer a variety of products ranging from Knight-Ridder's Viewtron package of news, entertainment and transactions targeted toward the home consumer, to Copley Press's Cleo, an online job bank for high-tech employees.

Although these services fall under the broad videotex umbrella, from the consumer's perspective they represent distinct products. They also reflect the different strategies newspapers have employed to enter the videotex market.

Three large newspaper companies have announced or are positioned to offer national videotex services: Knight-Ridder Newspapers Inc., The Times Mirror Co. and Dow Jones & Co. They share several common characteristics.

For example, all are vertically integrated to some degree and thus positioned to offer a variety of electronic-publishing services over several transmission media.

All are system operators, and all process information from others as well as serving

Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.

as information providers themselves.

Two of the three have major joint-venture partners. Knight-Ridder has joined forces with AT&T and Times Mirror with Infomart.

Times Mirror and Knight-Ridder also have won affiliation agreements with local papers that would cover more than 18 percent of all daily newspaper subscribers—and 25 of the top 100 markets. They are laying the foundation for an industry structure that would resemble the local affiliate-national network structure of the broadcast industry.

Agreements covering local Videotex affiliates may never completely parallel their broadcast predecessors, but some such arrangement may be an economic necessity so long as purely local videotex services are not available.

There are differences in the videotex projects, of course, even among Knight-Ridder and Times Mirror, both of which have elected to offer a broad range of services to the home using a dedicated videotex terminal.

Times Mirror's Gateway uses AT&T's Sceptre videotex terminal.

Knight-Ridder, for example, plunged into the market early, focused exclusively on a telephone-based consumer service, and launched the first videotex trial and commerical service. Although Viewtron has gathered a large group of local newspaper affiliates, they have postponed launching their services, choosing instead to wait for Knight-Ridder's results in South Florida. (See story, p. 25.)

Times Mirror on the other hand, entered the market later, experimented with cable as a transmission medium and joined forces with Infomart, thus reducing its own research and development costs. Infomart may have also influenced Times Mirror's decision to offer specialized videotex applications, such as its "Grassroots" venture targeted toward agribusiness customers.

Perhaps the most striking difference in the strategies of the three newspaper companies was Dow Jones' decisions to target its service initially to a narrow market segment and to make it accessible through a personal computer rather than a special videotex terminal.

The question of whether to target services to mass markets or narrow niches is still a controversial one, as is the selection of special, "dedicated" terminals. At least two other companies, Keycom Electronic Publishing and Trintex, have elected to follow the Dow Jones strategy of relying on personal computers, presumably as a way to accelerate market penetration.

Moreover, there are indications that the line between the mass market/narrow niche strategies is blurring. Dow Jones, for example, has added an encyclopedia and shopping service to its database, started to experiment internally with graphics and offered its service over six two-way cable systems and Viewtron. Meanwhile, Times-Mirror and its affiliates are moving into narrower market segments by launching Grassroots and public-access services. Again, accelerated penetration would appear to be an important factor.

Large newspaper companies don't have a lock on electronic publishing. Seven newspapers in smaller or medium-size markets also have launched ventures.

These projects began with modest budgets, but their goals were ambitious: to gain the electronic-publishing experience that would help them develop relations with national services.

Strictly local in scope, these services are aimed at personal-computer users and remain limited by the somewhat slow penetration of PCs in individual markets.

Originally designed for the general consumer, these services have been revised in some instances to make them more attractive to specialized users. Software has been upgraded, science news is taking up more space in the database, and local computer "jocks" are writing weekly—and popular—columns.

And consumers appear willing to use these services two to three days each week for 15 to 20 minutes and pay $5 to $20 a month for them. Moreover, the oldest and smallest of them—A-T Videotext, affiliated with The Advertiser-Tribune of Tiffin, Ohio—found recently that subscribers have begun to favor its electronic news service over the newspaper.

The learning process. During the last three years, newspapers have entered a new market—public-access videotex. Typically, such projects involve placement of kiosks with electronic billboards in shopping areas [presstime, Aug. 1984, p. 10].

These public-access services may be an important way to introduce videotex technology, much as corner drugstores once facilitated the introduction of the telephone.

Newspapers have learned a great deal about videotex as a result of these and other ventures. For example, they have come to realize that if electronic publishing is to survive, it will do so through the delivery of a variety of services bundled together.

Some publishers agree with certain ana-

lysts that news will be only a marketing tool to win subscribers for a videotex service that is driven largely by such transactions as electronic messaging, shopping and banking.

Videotex also has forced newspapers to change their relationships with one another and with other types of companies. Yesterday's colleagues are becoming today's competitors as new technologies erode traditional geographic market boundaries. For example, The Baltimore Sun long ago signed a videotex affiliation agreement with Knight-Ridder. Meantime, The Washington Post signed up with Times Mirror. Will the Post and Sun be as likely to exchange information about videotex as they were about printing presses or circulation systems? It's unlikely.

The high costs of market entry and the complex nature of the services have demanded that publishers form partnerships or alliances with telephone companies, computer manufacturers, mall developers, retailers and banks. But these same companies can emerge as competitors.

Being innovative, taking risks and persevering could lead to long-term success.

In fact, with ventures such as Trintex (CBS-SEARS-IBM), the cable firm TCI's "DataCable X*press" system, and recently announced discussions among J.C. Penney, RCA and Citicorp, it is clear that many major non-newspaper companies are planning to compete. Obviously, newspapers will not inherit tomorrow's electronic publishing industry as if by divine right.

The competitive nature of videotex has forced newspapers to hone their marketing practices, strengthen their skills in new product development and gain some practice in what Fortune magazine calls "high speed management." Indeed, videotex has introduced the possibility that newspaper companies may offer competitive products within a single market.

Finally, publishers have discovered that videotex demands more than replacing one distribution system—ink, paper, trucks and a small army of 12-year-olds—with another. Videotex is a new product, a separate business in its own right.

The ability to form new partnerships, to compete with former colleagues and to recognize that videotex is a distinct business with its own constraints and opportunities is a major challenge for newspaper companies. However, a willingness to be innovative, take risks and persevere could lead to long-term success. □

It was a rocky first year for Viewtron

Despite a disappointing showing to date by its widely publicized Viewtron videotex system, Knight-Ridder Newspapers Inc. remains committed to the project and is exploring ways to make the service compatible with personal computers.

That word came in mid-November, two weeks after Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, announced the layoff of 41 Viewtron employees. That 20-percent workforce reduction—announced Oct. 30, exactly one year after the project was launched—leaves Viewtron with a staff of 169. The cuts were among computer technicians, graphics designers and people putting information into the database, according to Mary Bulterman, a Viewdata spokeswoman.

The budget for Viewtron also has been trimmed. It will be less than the $17 million originally earmarked for this year and even lower in 1985.

The belt-tightening is a reflection of slower-than-expected growth. Viewtron currently has about 2,800 paying customers, compared with a first-year goal of 5,000 [presstime, June 1984, p. 40].

Reid Ashe

But Viewdata's Reid Ashe told presstime, "Knight-Ridder still has a large commitment to this business." Ashe, 35, who was named Viewdata chairman and chief executive officer two days after the staff layoffs were announced, said subscriber sales have gradually picked up.

However, he added, "We don't think we're going to get very far as long as the only receiving device is this expensive, single-purpose terminal." He was referring to the AT&T-manufactured Sceptre terminal, which retails for about $600 and is less versatile than personal computers.

Two ways to address the problem, Ashe said, are to lower the cost of the receiving terminal or make it possible for Viewtron to be received on a terminal that can do other things.

Ashe said the company is considering two software packages and a "board" device that would allow personal computers to receive Viewtron. He said he expects a PC software package to be available for sale by year's end.

In addition, Ashe said, the company is looking at "specialized services for smaller, higher-paying markets."

One strong possibility is going after business customers as well as residential customers. No decision has been made, according to spokeswoman Bulterman, who said the company "has some people working on it right now."

Bulterman said a business service might be for internal company communications or to link a manufacturer with distributors; it could offer electronic mail or a method for ordering inventory.

The Viewtron transmission system allows use of the sophisticated graphics and color, which are cornerstones of the project now aimed at the south Florida consumer market. Such a system aimed at businesses is "what we're striving for" and would "be a departure from anything offered now," Bulterman said.

As for the change in top management at Viewtron, new Chairman and CEO Ashe said it resulted "purely and simply" from Albert J. Gillen's desire to retire as president. Gillen will be 65 this month.

J. Kendrick Noble Jr., a media analyst at Paine Webber Jackson & Curtis Inc., said he believes Knight-Ridder is committed to giving Viewtron a chance to work. The costs of the project are relatively modest for a company of Knight-Ridder's size, while the potential benefits are huge, Noble noted.

—Barbara J. Friedman

BOARDS OF DIRECTORS

Publicly held companies that own newspapers look for financial acumen in selecting the people to nurture profits and oversee business policy

BY BARBARA J. FRIEDMAN
presstime staff writer

Directors at publicly held companies in the newspaper business come from places as diverse as IBM Corp. and Penny Whistle Toy Boutiques, but they have much in common.

The boards typically reflect a legacy of family control and a respect for outsiders who have climbed to the top of their professions.

These small, quietly influential groups nurture profits and oversee business policy at companies that publish much of the news in the United States. Newspaper executives emphasize the value of overall business judgment that outside directors bring to the newspaper companies.

Not surprisingly, directors often have similar business backgrounds. Typically, they are people with sole or shared control over large blocks of stock in the company—a group that often includes relatives of the founders; top-ranking employees of the company; lawyers serving as outside counsel; and executives and directors from other industries, particularly banking, oil, insurance and transportation.

Yet some boards, particularly that of Gannett Co., reflect an eye-catching diversity ranging from leading educators to erstwhile residents of the White House.

Another difference among the boards is the amount of ownership they hold in the companies they serve.

At Gannett, the officers and the 16 elected directors together own about 1.2 percent of the outstanding shares.

Near the other end of the spectrum is Park Communications Inc., which went public last year. Roy H. Park, chairman of the board and chief executive officer, has "beneficial" ownership of about 89 percent of the company, according to a company proxy statement. Joseph Connolly, head of the Securities and Exchange Commission Office of Tender Offers, says beneficial ownership occurs when a person can directly or indirectly decide how shares will be voted or invested.

Park says "I control the election of the board," but the directors have the freedom to "speak and act as they want." He says "the kind of persons I want on my board won't come if they are rubber stamps."

Boards also differ greatly in size, how much they pay directors and how frequently they meet.

The six-member board of Park Communications is the smallest of the 12 newspaper-related public firms examined for this article. With 17 directors, Dow Jones & Co. has the largest.

Compensation for directors in 1983 ranged from $5,000 to $24,000, usually with extra remuneration for attending meetings of the boards' executive, audit, compensation and other committees. The fees normally aren't paid to directors who are full-time company employees.

Directors are elected by the company's shareholders to terms that normally run from one to three years, but re-election of non-family as well as family members is commonplace. Some companies elect directors to staggered three-year terms to assure continuity on the board.

Full boards of the 12 companies met as infrequently as quarterly and as frequently as 13 times a year. Regular agenda items can include dividend size, strategic planning, capital budgeting and acquisitions.

Chairman and Chief Executive Officer Allen H. Neuharth says the Gannett Co. board is very much involved in major business policy decisions but stays out of matters like advertising rates and decisions on morning vs. evening publishing schedules.

He says the board began considering the research and development effort that preceded USA Today two years before its vote on whether to start publishing. "In the early stages, there was anything but unanimity of feelings about whether this was a project we would launch," he says.

While the boards of most companies interviewed by presstime are involved with the broader aspects of corporate policy and procedures, Park Communications Inc. has a different approach. "I expect I use my board more than the average company does," says CEO Park. "We go into every operation." He says members are kept abreast of company changes by telephone and through reports.

Family ownership. At most publicly held newspaper companies, the influence of the family that founded or guided the original operation remains strong. Family members or trustees of stock left by the founders often sit on newspaper boards.

That is the case at The New York Times Co., The Washington Post Co., The Times Mirror Co. of Los Angeles, Park Communications of Ithaca, N.Y., A.H. Belo Corp. of Dallas, Knight-Ridder Newspapers Inc. of Miami and Dow Jones & Co. of New York.

Roy Park's wife Dorothy is a director and longtime company officer of Park Communications.

At Belo, three cousins serve on the board and also are corporate officers.

Bernard H. Ridder, Eric Ridder and Walter T. Ridder—cousins who are high-ranking officials of Knight-Ridder Newspapers—are directors. They sit on the 16-member board with James L. Knight, the company's former chairman and chief ex-

ecutive officer and largest individual stockholder.

At Dow Jones, four directors are descendants of Jane W.W. Bancroft whose stepfather, Clarence Barron, purchased the company in 1902. Bettina Bancroft, Jane B. Cook, Martha S. Griffiths and William Cox Jr. are among relatives who, with trusts founded by them, together control 56.2 percent of the common stock outstanding.

Dow Jones Chairman and CEO Warren H. Phillips says family control historically has "strengthened all our publications through the family zeal in guarding" their independence. Threats to that independence have come not from outside directors but from advertisers and from potential corporate takeovers motivated "by things other than journalistic interest," Phillips says.

On how the board might weigh a trade-off between editorial quality and larger short-run profits, Phillips says the company and its controlling shareholders have for years adhered to a policy of investing for the long run and a "policy of serving the public through journalistic excellence." The theory, he explains, is that economic success follows quality journalism.

The Dow Jones board does not "involve itself in news-policy questions," Phillips adds.

John Morton, a media analyst with the brokerage firm of Lynch, Jones & Ryan, says family control can provide a buffer against possible interference by outside directors with the editorial side. "It's a heritage that outsiders shouldn't meddle with the product," he says. Morton says he has seen no evidence of outside directors attempting to interfere with the editorial product, although he adds, "You can't rule that out altogether, obviously."

Very broadly held Gannett is a clear exception to the pattern of family influence. Neuharth says the consciously achieved diversity of Gannett's board sends a message to company employees that no one at the top seeks a particular slant to the news.

Outside directors. In going outside the firm to complete the lineup of a board of directors, a newspaper-related company values expertise in advertising, advanced technologies and finance, says J. Kendrick Noble Jr., media analyst for Paine Webber Jackson & Curtis Inc.

While some directors have solid ties to banks serving media companies, this has little or nothing to do with who gets on the board, according to officials of several companies.

Generally, the companies say they have no hard-and-fast rules about the type of person sought as directors, beyond demonstrated ability in business or some other field.

"The kind of persons I want on my board won't come if they are rubber stamps."

For example, Phillips says Dow Jones seeks outside directors with "wisdom, general good judgment that we respect" and the ability to "advise us about our business in ways reflecting the quality of that judgment." The company also seeks in its outside directors, Phillips says, "an understanding of the role of the press in our society."

Lists of directors of companies owning newspapers frequently read like a who's who of people who have spent time in the upper reaches of American business, government and the professions.

Among the well-known figures on the Dow Jones board are William M. Agee, former chairman and CEO of Bendix Corp. and now head of a consulting firm; Rand V. Araskog, chief executive officer of International Telephone and Telegraph Corp.; a senior vice president of Mobil Corp.; and a former dean of the Stanford University School of Business.

The New York Times Co.'s 12-member board includes the dean of faculty of business administration at New York University, the chief executive officer of Bristol-Myers Co., former Pennsylvania Gov. William Scranton and former Secretary of State Cyrus Vance.

The Washington Post Co. board includes Nicholas deB. Katzenbach, who is senior vice president and general counsel of IBM Corp. and a former U.S. attorney general; and Robert S. McNamara, who is a former secretary of defense, World Bank president and Ford Motor Co. president.

At Knight-Ridder, the three newest directors are among the top-ranking officials of Xerox Corp., Atlanta Life Insurance Co. and Raytheon. Frank N. Hawkins Jr., Knight-Ridder's director of corporate relations, says each is knowledgeable about running a big business and "everything that implies."

The Belo board in Dallas includes a partner in the investment banking firm of Goldman, Sachs & Co. and the head of a life insurance company. Robert W. Decherd, Belo's executive vice president and chief operating officer, says that in lining up candidates for its board, the company looks for "personal strength and character and philosophical diversity rather than some narrow expertise."

Gannett also has its share of corporate stars on its board, such as Julian Goodman, former NBC president, and Walter Fallon, former chief executive officer of Eastman Kodak Co. But, Neuharth says, Gannett makes a conscious effort to obtain a mix of experience, religions, philosophies, sexes and races on its board.

The company has recruited as directors former first lady Rosalynn Carter, former Federal Reserve Board member Andrew Brimmer and most recently retiring Senate Majority Leader Howard Baker.

Another Gannett director, Meredith A. Brokaw, wife of NBC News anchorman Tom Brokaw, is owner and operator of the Penny Whistle Toy Boutiques in New York. She is a "successful businesswoman," Neuharth says. In addition, she and Dolores D. Wharton are involved in separate non-profit ventures aimed at helping women train for business careers.

Many of the people serving on the boards of newspaper-related companies also function as directors of firms in other industries. Wharton, for instance, is also on the boards of the Kellogg Co. and Phillips Petroleum Co.

Other examples:

- Scranton of The New York Times Co. is also a director of Mobil, IBM, Bethlehem Steel Co., Scott Paper Co., H.J. Heinz Co., New York Life Insurance Co. and Cummins Engine Co..
- Vernon E. Jordan Jr., former chief executive officer of the National Urban League and a Dow Jones director, is also on the boards of American Express Co., Xerox Corp., J.C. Penney Co. Inc., Bankers Trust New York Corp., Corning Glass Works, R.J. Reynolds Industries Inc. and Celanese Corp.

Directors with that kind of background can be a welcome addition to the board overseeing a newspaper company. They bring to the board room a good feel for how other segments of the economy might fare in the months ahead.

Speaking generally of directors, Roy Park says, "The contacts are important, and that's where they [companies] get a lot of their information."

But, he says, the person's calibre is of first importance. "The greater the control a major stockholder has in a company, the more important it is to have on his board people who will stand up and be counted and who will challenge him if he's heading down the wrong track." □

NEWSPAPER LINGO

A LIVING LANGUAGE

BY ELIZABETH CROWDEN VORES

Like many industries, the newspaper business has a language all its own. It's an assortment of terms and phrases that many of us take for granted, but there's lots more to these words than the surface definitions we employ.

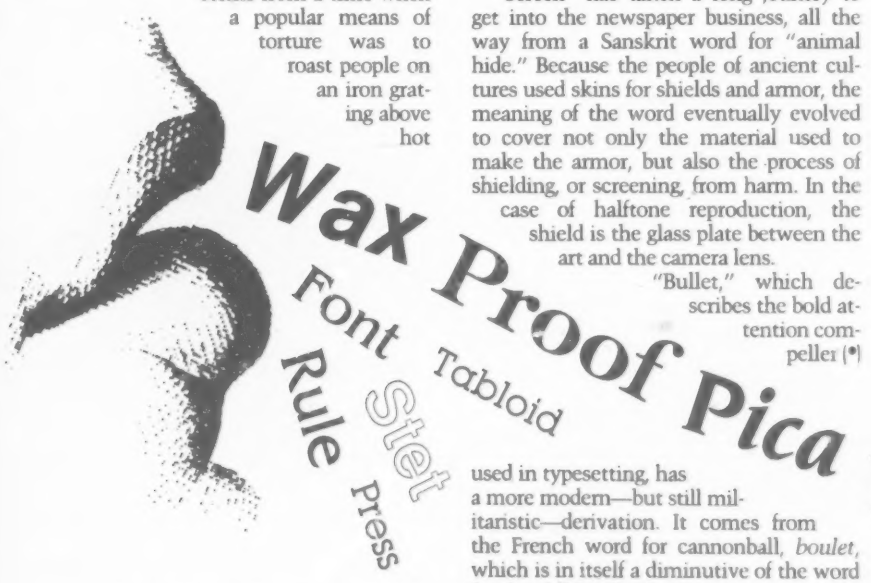
Think of a word as an onion, with layers and layers of meaning. Peeling away the layers on some newspaper terms is enough to make your eyes water. News folk have dusted off a word in the last couple of centuries, given it a technical meaning and brought it into use as jargon, but seldom have they "invented" it.

The histories of many of these words span far into the past, often beyond recorded history. To look at the etymologies, or derivations, of some newspaper terms is like being introduced to ancestors who have been dead for thousands of years.

A surprising number of newspaper terms stem from very old words related to death, war and havoc.

When a page is built in composition, type and art elements are pasted up on a "grid" board. To keep things nice and straight, the grid is crisscrossed with lines to guide the artist.

The word "grid" probably comes to us through folk etymology and is related to words like "griddle" and "grill." Scholars believe the original concept of the word stems from a time when a popular means of torture was to roast people on an iron grating above hot coals. The word evolved to include objects resembling this grating, or gridiron: football fields and mechanical grid boards, for instance.



On a slightly less gruesome note is the word "screen," which we use to describe the textural fineness of a halftone. In simplest terms, it's the number of miniscule dots that make up pictures in the newspaper, and one is created by placing a glass plate marked with opaque crossing lines between the camera lens and the art to be reproduced.

"Screen" has taken a long journey to get into the newspaper business, all the way from a Sanskrit word for "animal hide." Because the people of ancient cultures used skins for shields and armor, the meaning of the word eventually evolved to cover not only the material used to make the armor, but also the process of shielding, or screening, from harm. In the case of halftone reproduction, the shield is the glass plate between the art and the camera lens.

"Bullet," which describes the bold attention compeller [•] used in typesetting, has a more modern—but still militaristic—derivation. It comes from the French word for cannonball, *boulet*, which is in itself a diminutive of the word for the child's plaything.

Latin root words. Latin, today termed a dead language, is the skeleton behind a vast number of newspaper words.

The word "paste," as seen in "pasteup," has a lot in common with spaghetti. It comes from Latin *pasta*, for a sticky dough.

Further down the printing menu, "press" derives from Latin *prelum*, for wine press.

The "proof" we read to catch errors can thank the Latin word *probare*, to test or prove, for its name.

"Ink" comes from the Latin *encaustum* via the Greek *enkaustos*, loosely meaning "to burn in." Encaustum was the purplish substance used by Roman emperors for signing edicts.

The unit of measure "point" has its root in physical discomfort, and comes from the past participle of Latin *pungere*, to prick. On its journey to modern times it came to represent not only the act of pricking or stinging, but also the small round wound that results: dot or small spot, and hence "point."

"Stet," one of the handiest news lingo words, comes directly from Latin. It's the third-person singular present subjunctive of *stare*, to stand, and for newspaper people it means just that: disregard change and leave previous unaltered.

Those page numbers we call "folios" come from the Latin *folium*. The similarity to words like "foliage" and "foliate" is no accident: "folium" means the leaves of a tree.

Oddly, the word folio is not related to the word "file," as one might expect from its role of keeping the paper in good order. "File" is derived from words for threading or stringing documents together, the way

Vores is editor of the Heraldette, the in-house publication for employees of The Miami Herald Publishing Co. This article is reprinted with permission from the August 1984 issue of the Heraldette.

important papers were kept before the advent of modern office furniture. However, the reporter's "string book," or scrapbook, might get its odd name from this source.

"Font," which today more or less signifies the typestyle used, is probably from Latin *fundere*, to found or to pair. In metal type days, all characters and sizes of particular typefaces were grouped together in cases for easy access by the typesetter, to be "found" without difficulty. Incidentally, the terms "upper case" and "lower case" stem from these same metal type days: Capital letters came from the upper part of the typecase, small letters from the lower part.

The history of "pica" the six-to-an-inch unit of measure we use to the puzzlement of many, has a puzzling history itself. Some scholars believe it is from a Middle Latin word for a collection of church rules, which in turn derived from the Latin word for magpie. The rules apparently were printed in service books in an ink color that resembled the color of the bird. This one, mind you, is conjecture.

There's no conjecture about the word "rule," which is used in a variety of forms in the newspaper business. An editor might prepare a layout with the aid of a ruler and designate that certain portions of type be enclosed with a 2-point rule. A page is pasted up on a ruled grid board. To "rule," the concept of controlling or directing composition through the use of straight lines, springs from Latin *regula*. Its similarity to words like "regulate" is obvious.

Logical beginnings. Some newspaper words come from logical sources. Take "dummy," for instance—the act of sketching out a miniature page layout to be used as a guide in paste up. For our purposes, the word means "having the appearance of being real but lacking in function." However, it grows from the concept of "mute," a page dummy being a silent way of giving directions.

Many terms stem from very old words related to death, war and havoc.

means something more like "crossing over a line into the time of greatest quiet," a truly apt description of the serenity that accompanies finishing a large task on schedule.

Another compound word that's surrounded by paradox is "standup," which describes a page which is to be used over and over, without changes, in several editions of the newspaper. The definition leans toward the quality of lasting under repeated use or wear, as in dependability. To a teenager who waits in vain all night for her date to show up, though, "stand up" means exactly the opposite.

There's little paradox about "wax," which we use as an adhesive for pasting page elements onto grid boards in production. It's probably related to the old High German word for lint or wick, *wiohha*, for the obvious reason.

The newspaper definition of the term "slug," which refers to a word or identifying phrase that identifies a story or product, hails back to metal type days. Though we now use computers to set type, we still use the term "slug," even though it's no longer the strip of metal that gave the term its name. But where does that word "slug" come from? From Germanic and Scandinavian words meaning "heavy slow person, sluggish." One wonders if it's just because metal is heavy, or if it has something to do with a person being "slugged" on the head with a metal object. Something like that, after all, can really slow you down.

word "banner," which describes a large-type-headline stretched across all columns at the top of a page. The word "banner" was influenced by Old French *ban*, meaning proclamation, and also by Goth *bandwa* for sign. An Old Norse word, *benda* to give sign, is another of its early cousins. The act of reading "marriage banns" in church is a modern reminder of those days, when news was publicly announced and passed by word-of-mouth among an illiterate populace.

The word "logo" also points back to a time when communication was vastly different. The Greek word *logos* covers a variety of concepts: word, reason and speech, even legend. To us, it is a graphic sign that represents a group of words or a particular concept.

A comparatively recent addition to the language is the word "tabloid," which was created as a trademark and applied to a concentrated form of drugs and chemicals. The compact, easily readable size of the tabloid page makes the name seem logical: the reader gets the news in a capsule form, just like taking a concentrated dose of medicine.

Also important to newspaper lingo are the abbreviations and groups of letters we use to save time. They add a great deal of variety to conversation, simplify paperwork, and make the users part of an exclusive society of knowledgeable people.

Words like CRA for camera ready art, DT for double truck, ROP for run of paper, CX for correction, SAU® for Standard Advertising Unit: these are terms we are able to parade before others and, if questioned, pause oh-so-condescendingly to explain.

With advancements in technology taking place every day, it's certain that the vocabulary of news lingo will grow larger every year. Like the newspaper business, it will reflect a blending of old concepts and new challenges. And, unlike Latin, it will remain in daily use. □

Logo SCREEN **Grid** SLUG **Point** Ink FOLIO Banner Bullet

We've all heard the phrase, "I'm on deadline." When the two parts of this compound word are examined, though, the statement becomes inaccurate. "Dead" in this sense refers to "the time of greatest quiet," while "line" derives from the concept of thread, linen, flax or rope. Consequently, "deadline" is not the time leading up to the end of a job, as we are prone to think of it. Rather, it

There's also a good story behind the word "plug," which stands for those handy items we use to fill awkward holes when our page layouts don't quite work out as we'd expected. Remember the little Dutch boy who stuck his finger in the dike and saved the community from flooding? Perhaps he was the inspiration behind our "plug," because the word is closely related to Middle Dutch *plugge*.

Even more literal in derivation is the

John Seybold

Labor economist becomes sage of computerized publishing

BY PAUL KRUGLINSKI
presstime technical writer

When newspapers consider buying an editorial or classified front-end system, a pagination system or some image-setting device, they often turn for product information to The Seybold Report on Publishing Systems. In many cases, this twice-monthly newsletter is to newspaper executives what Consumer Reports is to the general public, and that has served to make its creator, John W. Seybold, an important person in the increasingly computerized newspaper business.

"Through the years, the Seybold Report has become the bible of the industry," says G. Michael Jones, director of information systems for Knight-Ridder Newspapers Inc.

"If there is a production or computer person in the newspaper business that doesn't get the Seybold Report," observes Arthur M. Boudreau, ANPA manager/technical training, "I'd be surprised."

As the guiding force behind this "bible," Seybold, the 68-year-old chairman of Seybold Publications Inc. of Media, Pa., owes his authoritative position in the industry to his publications, the lecture circuit and private consulting. The report, which has a base price of $192 a year, is one of three newsletters he publishes on computers and their applications.

In the 1960s, Seybold was a pioneer in actual use of those applications, being credited with forming the first computerized typesetting job shop in 1963, developing generic codes for computer typesetting and being an early innovator with pagination systems.

"The programs that we developed at that time did book pagination," Seybold says. "We developed fully paginated Bibles."

At first glance, Seybold's background appears to have little relevancy to the work for which he is most noted. Most people are surprised to learn this new-technology expert—described by friends and associates as warm, quiet and unassuming—is not an engineer by training but rather an ivy-draped economist. He holds a bachelor's degree in economics from Swarthmore College, Swarthmore, Pa., and a master's in the subject from the University of Pennsylvania.

He then taught, with an emphasis on labor economics, and did post-graduate work that was interrupted when he became an official of the National War Labor Board, on which he served from 1942-46.

Seybold forsook a life in academe later to become a labor mediator and executive in the printing industry, spending a quarter of a century in those capacities.

Ultimately, his economic acuity and first-hand experience with "technological displacement" led to his role as a vaunt-courier for new technologies.

"The computer was just being introduced in 1960," although phototypesetters already were in place, recalls Seybold. "And it seemed to me that computers were well suited to work together with phototypesetters."

But Seybold's early proposals on merging the two were not taken seriously by printers and publishers. "Nobody was interested," he says, "so I decided to do it myself."

The firm he founded that broke ground in computer phototypesetting, Rocappi Inc., was purchased in 1967 by Lehigh Press Inc., a book publishing firm.

Seybold stayed with Lehigh until 1970, but his visionary opinions on composition nearly got him fired before that. In a 1968 speech, he predicted that hot-metal typecasting would be obsolete in five years.

"Almost every major publisher said I was crazy and asked Lehigh management what they were doing associating with someone like me," Seybold recalls humorously. "I was wrong, of course. Mergenthaler stopped making the Linotype in the United States two-and-a-half years later."

In 1970, he established his publications company and began The Seybold Report on Publishing Systems.

The newsletter had an initial circulation of about 500 copies, mostly to printers and typesetters in book publishing. According to Seybold, the publication now has a paid circulation of about 2,700—with about 20 percent going to newspapers—and readership estimated at approximately 15,000. The newsletter is distributed in at least 50 countries, including the Soviet Union.

Seybold's success has not been without controversy, which has centered primarily on the potential for appearance of conflicts of interest: His company does consulting work for some of the firms whose equipment he critiques in print.

Yet he maintains that his newsletter remains objective. Moreover, he says he could not make some of the projections he does if it were not for information he gleans from his consulting work.

Seybold has been able to sidestep any taint on the newsletter, as his readers attest.

"I trust his ability to zero in on the important issues," comments Peggy A. Thompson, director of technology and administrative services for The Hearst Corp. "I'm more interested in his questions than his answers," she says.

"He's been able to walk a tightrope very successfully," observes newspaper consultant Harold C. Durbin. "After all, he's written some critical things about vendors."

Seybold, by his own admission, is a "complex man" who speaks with an "authoritative voice" yet is "crowd shy."

He also could be called a sensitive man, as evidenced by the poetry—sometimes penned by him—that he publishes each Christmas amidst the Seybold Report's technical argot, and in his music. He is a cello player in chamber music groups.

An active Quaker, Seybold makes his home in Rose Valley, Pa. He and his wife, Gertrude, have three children, all of whom are involved in Seybold's consulting and publishing ventures. □

Cable industry says new law brings order, flexibility to business

BY JAMES P. MOONEY

On Oct. 30, President Reagan signed into law the Cable Communications Policy Act. This new law, the first major revision to the federal Communications Act since its enactment in 1934, represents cable television's coming of age.

The act brings immediate and long-term major improvements to the regulatory environment in which the cable television industry must operate. It will give cable operators for the first time the kind of flexibility that is necessary to compete effectively in today's and tomorrow's information marketplaces. Cable operators will be able to respond directly to consumers and advertisers without having first to respond to local regulators.

In order to appreciate the significance of this new law, it is necessary to understand the regulatory morass that created the need for it.

Because cable was not an integral part of federal communications policy, it has been regulated for the most part by local governments. The industry went through a period of explosive growth in the 1970s as it moved from a largely rural distribution system used to retransmit television broadcast signals into a sophisticated entertainment and information provider serving communities of all sizes.

Before building new systems, operators needed to obtain permission from local governments to construct their facilities along public rights-of-way. Cities have used this power as a rationale to impose expansive regulatory constraints on cable systems.

With the help of barnstorming cable-franchising consultants, local regulatory control of cable became a badge of political achievement, with the city council of each town trying to out-regulate its neighbors down the road. At the same time, the marketplace cable serves has become increasingly competitive with deregulated and unregulated information providers.

Cities have dictated which services could be offered over cable systems and controlled the prices of those services. They have claimed a portion of our revenues for themselves as franchise fees. They have required state-of-the-art technologies in markets that could not support them. They have required operators to give away channel capacity so that it could be programmed by public, educational and governmental entities.

James P. Mooney

Some regulations even went far beyond cable television itself and required operators to plant trees in public parks, sponsor drug-education programs, rebuild firehouses and service other unrelated municipal needs.

Operators wishing to remain in business had little choice but to submit to these seemingly limitless demands. After all, cities held the franchising authority, and the coercive threat—implied or overt—was always the same: Accept the demands of the city government, or the franchise will not be renewed.

The Cable Communications Policy Act changes all that. It limits dramatically the scope of local regulatory authority over cable television. In some areas, it removes the authority altogether.

Pricing and packaging of cable services will become a matter of consumer preference rather than regulatory fiat. After a brief transition period, no governmental entity may regulate the rates for any cable service offered in a competitive market.

More important, local governments are effectively banned from interjecting themselves in cable programming decisions. Under the new law, these decisions will be in the exclusive domain of cable operators' editorial discretion. It is an important step for cable toward full First Amendment freedom.

The ability of cities to exact franchise fees also has been limited. They will no longer be able to impose unreasonable or unrelated demands on a cable operator as a condition of franchise renewal. And, perhaps most important, operators who provide good service will remain in business.

The increased market flexibility and long-range financial stability created by the new cable law will allow cable operators to become much more aggressive competitors in serving the needs of consumers and advertisers. The new law is not, however, a panacea for cable, or the end of its regulatory dilemmas.

The victories of this legislation are not without the costs that reflect the compromises necessary for congressional action. A federal leased-access requirement will be imposed on some systems. New requirements for the protection of subscriber privacy have been imposed. Cities will continue to play a major role in the selection of cable companies for their communities and in the oversight and administration of franchises.

Constitutional questions surround some regulations which still may be imposed. For example, courts have found that a tax on newsracks beyond the cost of regulation is a form of revenue-raising that violates the First Amendment. That judicial doctrine should be extended to cable.

Questions remain about the regulatory treatment that will be afforded cable companies as they expand their services from traditional video programming into new telecommunications services. Just as broadcasters pushed regulatory impediments on cable when it started to compete with them for video programming, now telephone companies are attempting to shackle our ability to grow and expand.

The new cable act will serve as the legal foundation of our industry and the point from which we will renew our efforts to free cable television entirely from governmental control. As the history of newspapers demonstrates, the struggle to obtain and maintain that freedom is one without end, but one that is worth it. □

Mooney is president of the National Cable Television Association.

COURTS

Rulings favor daily papers in disputes over TMC products

Three courts recently issued rulings favorable to daily-newspaper-company defendants in antitrust cases.

In one case, a federal court ruled there had been no antitrust violation. In the other two, requests for preliminary injunctions were denied.

After a six-day trial, a U.S. District Court judge found that Donrey Inc. of Fort Smith, Ark., did not violate federal antitrust law in connection with the total-market-coverage program of The Okmulgee (Okla.) Daily Times, a member of the Donrey Media Group.

Sales and Advertising Promotions Inc., publisher of a twice-weekly, free-distribution shopper in the Okmulgee area, contended that Donrey had attempted to monopolize newspaper advertising sales in the area by pricing advertising "substantially below" cost in Mainstream Edition, a publication distributed free to non-subscribers of the Daily Times.

In the Oct. 31 decision, Judge Thomas R. Brett disagreed with Sales and Advertising Promotions that the "relevant product market" in the case was limited to newspaper display advertising. He said the "more probable" market also included "local radio, billboards, zoned direct mail, etc."

The evidence, Brett said, did not establish that Donrey had monopoly power in the market, had attempted to acquire such power, or had a "dangerous probability" of achieving it.

Because neither the market nor monopoly power was established, Brett said he did not have to rule on the plaintiff's allegations that Donrey engaged in predatory pricing. But he observed that the rate charged for picking up an ad that previously had appeared in the Daily Times and running it in Mainstream Edition was not below its "incremental" cost.

Michael Sills, president of Sales and Advertising Promotions, said he is "seriously considering" an appeal.

In the other two cases:

• U.S. District Judge Alton J. Anderson Nov. 9 denied the request of Clipper Publishing Co. Inc. of Bountiful, Utah, for a preliminary injunction against the Ogden (Utah) Standard-Examiner.

Clipper, publisher of weeklies and shoppers, claimed the Standard-Examiner was selling advertising "below cost" in the Lakeside Review, its total-market-coverage publication, and asked the court to order the practice stopped [presstime, Nov. 1984, p. 43].

• U.S. District Judge Edward J. Garcia Oct. 5 denied the request of Yuba City (Calif.) Herald Inc. for a preliminary injunction against Freedom Newspapers Inc., which publishes the Appeal-Democrat in Marysville, Calif.

The Yuba City Herald, publisher of a shopper and a free-circulation weekly newspaper, sought an order prohibiting the Appeal-Democrat from distributing its TMC publication Metro Shopper in Sutter County, Calif.

"These cases are providing the newspaper business with an opportunity to show the extent of print and electronic competition facing newspapers today," said ANPA General Counsel W. Terry Maguire. "Of special importance is the chance to explain the role of the U.S. Postal Service and its customers in this highly competitive marketplace."

In other newspaper antitrust developments:

• A weekly shopper circulated free in Cumberland County, Maine, has charged Guy Gannett Publishing Co. with violations of federal and state antitrust laws. Guy Gannett publishes The Portland Press Herald, the Evening Press and a free shopper in Cumberland County.

In a suit filed in U.S. District Court, The Smart Shopper Inc. contends that Guy Gannett is offering "below-cost" rates for advertising in its shopper, The Sampler, in order to drive The Smart Shopper out of business. Guy Gannett has denied the charges.

• A U.S. District Court judge Oct. 11 awarded about $300,000 in attorneys' fees to Sun Publishing Co. of Clarksville, Va., which last year prevailed in a suit against Mecklenburg News Inc. and Halifax Gazette Publishing Inc. [presstime, Dec. 1983, p. 18]. Judge Robert R. Merhige Jr. previously had reduced the jury-awarded damages in the case from $158,000 to about $29,000.

Meanwhile, pretrial legal activities are continuing in two other cases.

In one, a group of free-circulation, community newspapers charges in state and federal suits that Times-Picayune Publishing Corp. of New Orleans engaged in predatory pricing in its zoned editions and shoppers. The plaintiff, Guide Newspaper Corp., is owned by Cox Newspapers.

Officials of the Newhouse Newspapers-owned Times-Picayune did not comment on the suit but said the firm has "competed fairly and will continue to do so."

In the other suit, The News-Gazette Corp., a Lexington, Va., paid-circulation weekly, charges that a paid weekly and free-circulation shopper published six miles from Lexington has violated state and federal antitrust laws. Among other things, News-Gazette alleges that the competing publications, published by Welch (W.Va.) Daily News Inc., engaged in predatory pricing and reprinted News-Gazette articles without permission. The West Virginia firm denies the charges.

—Margaret Genovese

ANPA-ABA film explores media law

A half-hour film on media law issues has been produced. "A Question of Balance: Free Press-Fair Trial" is the result of collaboration between ANPA and the American Bar Association [presstime, Oct. 1981, p. 18].

Intended for a wide audience including high school and college classes and civic groups, it is available for $500 for 16 millimeter film or $300 for video cassette tape. It may be rented for $75 and previewed for $25, which may be applied to the purchase price. A 20-percent discount applies to purchase orders placed before Jan. 1.

To order, contact Vision Associates Inc., 665 Fifth Ave., New York, N.Y. 10022.

ANPA objects to second-class mail for free weekly

ANPA has urged the 6th U.S. Circuit Court of Appeals not to allow The Enterprise, a free weekly newspaper in Winchester, Tenn., to use second-class, in-county mail.

In a friend-of-the-court brief, the Association asked the appeals court to strike down a lower-court ruling that the publication be entitled to second-class's relatively low rates and usually faster service. The brief cited the historical distinction that second-class mail makes between newspapers that readers pay for or "request" to receive, and free publications.

Addressing that distinction, the Association said, "The fact that one (publication) can establish that the public has requested or paid for it and that the other cannot, or chooses not to test the demand, is the bright line that Congress chose to draw to keep the government from making subjective choices based upon content."

A U.S. District Court judge ruled last summer that The Enterprise is a full-fledged newspaper, valuable in news content, and thus should not be denied second-class privileges just because it is free to readers.

But ANPA said that ruling jeopardizes "the precious insulation from such interference that the press and the public are guaranteed under the First Amendment."

The brief was filed in support of the Postal Service, which appealed the judge's decision [presstime, Sept. 1984, p. 35]. □

COURT BRIEFS

• A Texas state court judge Oct. 31 upheld a $3.5-million **libel verdict** against the El Paso (Texas) Times. The newspaper had asked District Court Judge Edward Marquez to set aside the original jury verdict [presstime, June 1984, p. 35].

The Times intends to ask Marquez for a new trial.

• A three-judge panel of the 9th U.S. Circuit Court of Appeals said a U.S. District Court judge erred in upholding the constitutionality of a Washington state **law against exit polling** [presstime, Aug. 1984, p. 35].

In its 2-1 decision Nov. 2, the court said Judge Jack E. Tanner should not have granted summary judgment because seven factual issues remained in dispute. It sent the case back to Tanner's court for trial.

• A Press Shield Law Task Force has asked the Massachusetts Supreme Judicial Court to establish **rules to protect confidential news sources** and other unpublished information.

The court invited members of the news media and others to file briefs by Dec. 17 on the task force's petition.

The panel was established in 1983 by Gov. Michael S. Dukakis to consider the need for a press shield law in the state [presstime, March 1983, p. 15].

• In the first legal action brought in connection with **Illinois' new Freedom of Information Act** [presstime, Dec. 1983, p. 21], the city of Monmouth asked an Illinois Circuit Court to order The Register-Mail in neighboring Galesburg, Ill., to discontinue requesting the name, age, sex and address of victims of crimes.

The Register-Mail has asked the court to dismiss the complaint.

• Newspapers in Vermont and New Hampshire have asked the Vermont Supreme Court to overturn a series of lower-court orders blocking the **disclosure of pretrial records**.

The orders, sealing affadavits from investigating officers, were issued by the same two district court judges, George F. Ellison and Paul F. Hudson.

One of the newspapers involved in those appeals, the Rutland (Vt.) Herald, has gone to U.S. District Court to fight a records secrecy and gag order by Hudson in another case.

• Calling **television in the courtroom** the "most destructive thing in the world," Chief Justice Warren E. Burger told reporters Nov. 12 in Tampa, Fla.: "There will be no cameras in the Supreme Court of the United States while I sit there."

Burger also heads the Judicial Conference of the United States, which recently decided not to allow cameras in federal courtrooms [presstime, Nov. 1984, p. 34].

• Approximately 40 **in-house counsel for media companies** met in New York Nov. 7 for a day-long discussion on topics of mutual interest, including prepublication counseling, libel insurance, countersuing, budgeting outside legal costs, *amicus* briefs and brokered advertising.

The meeting preceded the annual Communications Law program of the Practising Law Institute.

REGULATIONS

Are newspaper subscriptions tax-deductible?

Although at least one newspaper has suggested that subscribers can "probably" deduct the cost of the newspaper's subscription on their tax forms, payments for "general-interest" publications such as daily newspapers usually are *not* deductible on an individual's federal income tax returns, according to the Internal Revenue Service.

The provision on tax deductibility in the law is generally limited to technical, trade and professional publications, said Scott D. Waffle, IRS chief of media relations. "For instance, a doctor can deduct a medical journal," he said.

"If you put down (as a deductible item) a newspaper subscription, and you are audited, that deduction will be disallowed, except, maybe, under some very isolated circumstance," he said.

Nevertheless, the Northern Virginia Sun, a daily based across the Potomac River from Washington, D.C., has suggested to readers that its subscriptions may well be deductible. The Arlington paper, which has a publisher's sworn circulation of 17,734, has distributed subscription solicitation post cards bearing this statement:

"Tax Deductible. Your subscription is probably tax deductible. If you are a homeowner (or a prospective homeowner) who is interested in property values, housing costs and mortgage trends. If you are a lawyer who must check legal notices, a public official, athletic coach, job hunter, or local businessman, it is also probably an appropriate business expense."

Waffle said the IRS tries to discourage such a practice because "it is generally misleading to the subscribers."

Addressing one aspect of the Sun's card, Waffle said a job-hunter cannot deduct the cost of a newspaper subscription because the employment ads constitute only a

small part of such a general-interest publication.

He said only subscriptions to publications aimed at a specific trade or profession, or those limited largely to job-placement ads and employment matters, are usually deductible because they are not of a "general-interest" nature.

To claim such a deduction successfully, the IRS spokesman said, it must be shown that "I would have to subscribe to that publication to do my job well." He added, "It (deductibility) would depend on facts and circumstances.

"The problem is implying for a number of people it would be deductible," Waffle said. "Almost anybody can say it may be deductible."

The "may be" approach showed up in a New York Times house ad that ran in October. The subscription pitch ended with the words in small print—"May be tax deductible."

Elliott Sanger Jr., manager of corporate relations for The New York Times Co., said an investor with real estate holdings and an extensive portfolio of stocks and bonds successfully defended in tax court his deduction of the cost of the Times as well as several business publications.

The Northern Virginia Sun's editor and publisher, Herman J. Obermayer, declined any comment on the use of the tax-deductibility suggestion on the paper's subscription card or on the IRS spokesman's comments. □

Hearing-conservation rule upset

A federal appeals court has overturned the Occupational Safety and Health Administration's hearing-conservation amendment.

The three-judge panel of the 4th U.S. Circuit Court of Appeals ruled 2-to-1 Nov. 7 that OSHA exceeded its authority in adopting the amendment to its workplace noise-exposure standard because it requires employers to assume responsibility for hearing losses that may not be related to the workplace.

At press time, an OSHA spokesman said an appeal was being considered.

Among other things, the amendment requires employers to test periodically their employees who are exposed to noise at or above 85 decibels averaged over an eight-hour period, so as to determine whether they have experienced a loss of hearing. If a loss has occurred, the employer must take additional actions.

"It is obvious that such a hearing loss can result from non-occupational noise exposure just as easily as it can from occupational exposure. Airplanes, hunting rifles, loud music and a myriad of other sources produce noise potentially as damaging as any at the workplace," the court said.

According to ANPA environmental staffers, most newspapers currently are required to have hearing-conservation programs [presstime, Feb. 1984, p. 29]. They reminded newspapers that although the hearing-conservation amendment was overturned, the underlying workplace noise-exposure regulation—limiting employee noise exposure to 90 decibels over an eight-hour period—remains intact.

The OSHA spokesman said the agency will enforce the noise standard. □

Newspapers should check frequencies

An association representing a group of industrial users of private two-way mobile radio systems has asked the Federal Communications Commission to merge the block of eight frequencies reserved for use by newspapers and wire services with two other groups of special-use frequencies.

The Special Industrial Radio Service Association asked that the so-called Relay Press Radio Service be consolidated with services established for use by motion picture production crews and by SIRSA members, which include farmers and fuel companies.

There already is some "sharing" among the three services, according to the SIRSA petition.

SIRSA contended that the merger would streamline FCC administrative procedures, would provide users of the press and motion picture services with more frequencies as well as a frequency coordinating committee, and would give its own members "some minor geographic frequency sharing possibilities."

Deadline for comments to the FCC on the petition is Dec. 10.

ANPA has sent a "telecommunications alert" to all known newspaper mobile radio licensees seeking information on their use of the service. Newspapers with licenses that did not receive the questionnaire should contact Pamela J. Riley, ANPA assistant general counsel, or Jane Wilson, assistant director of the ANPA Telecommunications Department, at The Newspaper Center in Reston. □

Transformers should be probed for PCBs

The U.S. Environmental Protection Agency has proposed placing new restrictions on electrical transformers containing polychlorinated biphenyls, or PCBs. Newspapers may have such transformers in or near their plants, according to ANPA environmental experts.

PCBs used as a coolant in transformers were exempted from the federal government's 1978 PCB ban because they were considered to be totally enclosed in the transformers.

EPA said it was proposing the new regulations because fires involving transformers containing PCBs occur more frequently than previously believed. Toxic substances, including dioxin, can be formed when the transformers burn.

The proposal would require:

- PCB-containing transformers to be registered with local fire departments
- The transformers to be labeled as containing PCBs
- Removal of combustible objects from around the transformers
- Building owners to be informed if the transformers are located in or near their property
- Installation of additional electrical protective devices on the transformers
- Isolation of the transformers from ventilation equipment, duct work and openings in buildings to prevent widespread contamination of the structures and the environment if the transformers are involved in fires.

"Newspapers would be wise to make an audit, to check to see whether these transformers exist either on or off their premises," advised Michael Stern, chairman of the ANPA Environmental Task Force and production manager at Syracuse (N.Y.) Newspapers Inc.

A PCB transformer outside an office building in Syracuse exploded last December, splattering PCB-laden oil outside and inside the building, forcing the building's closure for a week.

Nationally, the EPA said there have been six fires involving PCB transformers since 1981.

PCBs were a source of concern for newspapers earlier this year when some yellow ink was discovered to have been contaminated with yellow pigment containing PCBs at higher than allowable limits [presstime, Sept. 1984, p. 33]. □

Advo/Blair shake-up raises questions for newspapers

John Blair & Co.'s consolidation of direct-mailer Advo-System Inc. and coupon-marketer John Blair Marketing—and Advo's apparent emergence as the dominant force in the new corporate alignment—has raised questions about the long-term impact on newspapers' advertising insert and coupon business.

John A. Valentine

Already, the new entity—Advo-System/John Blair Marketing—has announced plans to decrease the number of newspaper insert dates next year and to increase its direct-mail drops.

The Blair corporate moves loom especially large because former Advo President John A. Valentine, who has been embroiled in a dispute with newspapers over third-class mail issues, emerged as the chief executive officer of the combined operation. Valentine also was named senior vice president of the parent firm.

"The consolidation, for all the hoopla and suspicions, essentially amounts to dollars and cents," said Ira Ginsberg, Advo/Blair vice president for advertising and communications. It was intended to eliminate duplication that existed between Advo and Blair, he said.

One knowledgeable source who asked not to be identified said about 40 people lost their jobs as a result of the late-October shakeup.

Seven top executive positions at Blair were eliminated and the creative services, promotion and public relations operations were consolidated and moved from Blair's New York City headquarters to Advo's Hartford headquarters.

Advo, the nation's largest direct-mail firm, and John Blair Marketing, one of the largest advertising agencies in the coupon field, formerly were separate subsidiaries of John Blair & Co., a diversified marketing and communications company.

Valentine announced a "new operating plan" for 1985 to "improve the impact of the company's free-standing newspaper insert and Network Mail programs." Network Mail is a national shared-mail program that includes coupon delivery.

Valentine said the plan is designed to address the "two major concerns being voiced by advertisers: . . . increased coupon clutter and . . . reduced product exclusivity."

Ginsberg said there are "a lot of dates out there when there are too many" coupons distributed—to the detriment of some advertisers.

Advo/Blair officials said the overall plan involves "trimming the number of newspaper insert dates from 28" to 21, "increasing Network Mail drops over 1984 levels," and other features. "In all, the 1985 plan will result in a 10-percent increase in Advo/Blair couponing vehicles over 1984."

John Blair Marketing previously had announced a plan to distribute coupon preprints in Sunday newspapers 28 times in 1985. That would have represented an increase of seven Sundays over this year's schedule [presstime, Aug. 1984, p. 44].

The company also had said earlier that it would schedule 22 Network Mail dates for 1985, 10 more than 1984. The recent announcement did not specify the number of Network Mail dates in the new plan, except that the number of mail "drops" would be higher than this year's.

The notion that the action was taken so that newspapers "are going to be done in by all this," Ginsberg said, "just doesn't happen to be the case." The plan was developed to best serve advertisers, he maintained.

Valentine said in a statement he is "convinced that there is a shakeout coming" in the coupon-delivery business.

He added: "Who will survive? In my opinion, those few companies whose programs are as well-timed, well-targeted and well-planned as those of the sophisticated marketers they serve. I intend to make Advo/Blair one of those few, and I believe that our unique ability to offer the choice of newspaper inserts or direct mail, along with the innovative plan we've put together for 1985, is a major first step."

According to Valentine, "We're already at work on '86 and beyond." □

Philadelphia preprint distributor files antitrust suit against Advo

Pretrial proceedings are continuing in an antitrust case in Philadelphia against Advo-System Inc. in which the nation's largest direct-mail firm is charged by a competitor with trying to monopolize the market for direct delivery of preprints.

Cassidy Distributing Service alleges that Advo induced Acme Markets Inc. to switch from Cassidy's service to Advo by quoting a predatorily low price. The rate, according to Cassidy, would have required that at least three other preprints be included in the same mailing to bring in revenues above Advo's marginal or average variable cost.

"Only Acme's advertising was sent out in many of the mailing distributions," Cassidy said. "Therefore, Advo sold its services below average variable cost" in violation of antitrust laws.

Cassidy claimed that Advo's "anticompetitive conduct was done with the specific intent to monopolize." It also said Advo is engaged "in similar conduct in Los Angeles, Milwaukee, Minneapolis, and other market areas, and monopolized and/or attempted to monopolize those geographic markets by using similar predatory pricing."

In another part of the complaint, Cassidy said Advo's acquisition by John Blair & Co. and the "joint venture" created with Blair Marketing have "substantially lessened competition or have tended to create a monopoly" in the Philadelphia market. John Blair & Co. and Blair Marketing also are named defendants in the suit.

Since the complaint was filed July 18, Advo and Blair Marketing consolidated into Advo-System/John Blair Marketing.

An Advo/Blair attorney said the company denies all allegations in the complaint. He said Advo/Blair is confident it will prevail in the suit. □

'Home, sweet advertising'

BY CRAIG C. STANDEN

Since the early 1950s, classified advertising's share of newspaper revenues has increased from 20 percent to nearly 30 percent. And selling classified has become a much more complex job, especially in the last 10 years, and especially in real estate classified.

There are three chief reasons.

First, the real estate industry has itself undergone a fundamental change with the growth of large, nationwide companies such as Century 21, ERA and Coldwell Banker.

Second, as spending on real estate advertising approaches $2 billion a year, we are encountering more competition for those dollars.

Third, because of rapidly increasing real estate prices and a decade of double-digit interest rates, the way Americans think about buying and selling a house seems to have changed.

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

The bureau's most recent research report, "Real Estate in the Eighties: A Study of Home Buyers and Sellers," underscores just how much attitudes toward buying and selling a house have changed. Let's look at some of the key findings of this study, which was based on interviews with 382 people in the North Central and Pacific states.

- Because of high prices and high interest rates, the mere desire to buy a house is no longer enough. Those with the wherewithal to buy tend to be well-educated and well-paid. Reaching this part of the population is one of newspapers' basic strengths.
- Today's buyers spend more time looking for the right house (a median 70 days vs. 46 days in 1978), and a majority talk with more than one real estate agent.
- The investment factor has become an increasingly important consideration for home buyers. "Home Sweet Home," has apparently been replaced by "Home, Sweet Investment."
- Real estate agents have some image-burnishing to do. Three out of four home buyers (74 percent) rated their own agents or brokers "high" or "very high" on their knowledge of local housing availability and costs, and 72 percent did on understanding the buyer's housing needs. But only 57 percent gave similarly good ratings on agents' ability to help a buyer find the kind of financing he or she needs, 46 percent on their services in advising the buyer on the investment value of different kinds of homes, and 36 percent on supplying tax information that affects home owners. It appears that agents who want to succeed should improve their delivery of these services and also feature them in their advertising.
- Both home buyers and sellers name newspapers as the number-one source for exposure to real estate advertising by a wide margin. Even after they have chosen a broker, and even after completing the sale or purchase of a home, an amazing 67 percent keep checking the houses for sale in the newspaper classified section.

The study on which the report is based is notable in several respects. The bureau's Research and Classified Departments worked in close cooperation with a number of newspaper classified advertising managers and representatives of realty organizations to design a project that would produce truly important information for the real estate industry.

Thanks to the help of the National Association of Realtors and its members in locating home buyers and sellers, this is one of the few real estate studies ever to be based on interviews with people actively in the market to buy or sell a home.

Individual realtors have told us the study influenced them to do image advertising in newspapers in addition to their conventional product advertising of individual homes.

"Real Estate in the Eighties" will help your newspaper sell more real estate advertising. To get the most out of it, your real estate classified sales people should each have their own copies to share with their accounts. If you would like to get copies of the report or the presentation for your newspaper, or to arrange for a showing of the presentation in your market by a bureau executive, please call our vice president for classified, Eric Anderson, at (212) 704-4514. □

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Few bright spots for newspapers in '84 political advertising scene

Although hard-and-fast data are not yet available, observers say newspapers apparently fared poorly in the battle for 1984 political advertising dollars.

"Practically none" of the media budgets for presidential candidates went to newspapers, said Henry Dain, vice president in the National Sales Department of the Newspaper Advertising Bureau. "They still want the emotional, flamboyant atmosphere of television," said Dain, who directed NAB's efforts to obtain more political ads for newspapers in the 1984 campaign [presstime, Jan. 1984, p. 12].

As for races for Congress and state and local offices, indications are that newspapers tended to be used chiefly in particular situations: where television markets cover an area much larger than a particular constituency, where issues were considered too complex to be explained in television spots, and where individual newspapers made all-out efforts to recruit campaign advertising.

Paradoxically, the strength of newspapers' demographics often worked against the choice of newspaper advertising by campaign strategists. "Newspaper readers almost definitely are more informed, more likely to have their minds made up, or more likely to make up their minds on the basis of news coverage," said John Franzen, director of the media center of the Democratic Congressional Campaign Committee. "So if you're looking at persuading persuadables, you're looking at television."

However, the Des Moines Register based a concerted effort to bring in more political advertising on statewide polls showing a strong correlation between newspaper readership and registered voters. Capitalizing on these demographics, it increased the amount of "issue advertising by concerned groups," said National Advertising Manager Jeanette A. Antisdel.

As a general rule, smaller papers this year fared better than larger ones, which frequently were bypassed in favor of major state- or city-wide television buys.

An example was the campaign of Democrat Albert Gore, who was elected to the U.S. Senate from Tennessee. His statewide campaign funds went to television, with newspaper ads made available to local party committees. "We don't budget for it, but we let it be done on a local level," said Mark McNeely, Gore's media coordinator. "When you get into small towns, it (newspaper advertising) is very cheap and easy to do."

On the presidential level, the single largest exception to the media-buying pattern was the Reagan-Bush campaign, which placed a quarter of a million dollars worth of full-page ads in Sunday magazines the final weekend of the campaign in what were deemed to be 11 key states.

This one-shot buy was far less than the $1.8 million the Reagan-Bush campaign spent in the closing days of the 1980 campaign, placing ads throughout the country through the one-order/one-bill service of NAB. Neither the Carter-Mondale nor the Mondale-Ferraro strategists used this service to place multiple newspaper ads in either 1980 or 1984.

Although the investment in newspaper advertising was small compared with the more than $22 million the Reagan-Bush ticket spent for television, the success of the last-minute Sunday magazine buy was "absolutely beyond question," says Robert W. Hinson, media director of The Tuesday Team, which handled the advertising for the GOP ticket. □

'Creative Newspaper 9' examines 82 exemplary ads

The Newspaper Advertising Bureau has published 90,000 copies of its ninth annual Creative Newspaper, which will be distributed to newspapers, advertisers and ad agencies.

The 48-page, full-color edition includes 82 ads selected by a panel of judges from more than 5,000 entries. Fourteen of the ads were singled out for NAB's Athena awards.

Along with the ads, Creative Newspaper 9 contains information on how the ads were designed and the strategies behind them. It gives artistic recognition and also serves to "remind agencies and advertisers of the selling power of newspaper space—especially when it is filled with advertisements like these," said Henry A. Simons, NAB vice president and creative director.

Copies of the publication are available for $1 each (less for multiple orders) from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. Also available from NAB, for $100, is a slide show based on Creative Newspaper 9. □

Newhouse succeeds Silha as chairman of postal task force

Donald E. Newhouse has been named to succeed Otto A. Silha as chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force. Newhouse, an ANPA director, is president and general manager of The Star-Ledger in Newark, N.J.

Silha, who retired earlier this year as chairman of Cowles Media Co., received accolades from ANPA Chairman and President Richard J.V. Johnson. "You have made a magnificent contribution to our business over the years," Johnson told Silha in a Nov. 16 letter. "The work you have done on postal matters is but the most recent in a long line of essential programs which you have managed."

As the task force's first chairman, Silha led newspaper-business efforts in the study of third-class rates and in development of recommendations to the ANPA, NAB and NNA boards of directors on postal rate matters [presstime, July 1984, p. 30].

Noting that the postal issue is one of the most challenging confronting the newspaper business, Johnson also said in his letter, "You jumped into the fray, learned the business of the mails, applied that knowledge to the newspaper business, and moved our public policy initiative far ahead of where we began."

He and Newhouse said they would call on Silha, who is now president of his own consulting firm, Silha Associates, for future discussions about postal matters. □

USPS official tapped for postmaster general

The governors of the U.S. Postal Service Nov. 13 appointed Paul N. Carlin, regional postmaster of the 13-state central region, to succeed the retiring William F. Bolger as postmaster general Dec. 31.

Carlin, 53, joined the Postal Service in 1969. Instrumental in developing the Postal Reorganization Act, he previously held senior level positions at USPS headquarters and in the eastern region.

Meanwhile, the governors by late November had not acted on the pending postal rate case [presstime, Oct. 1984, p. 38]. John R. McKean, chairman of the governors reiterated previous statements that the board will not impose new rates before the end of the year. □

Newspaper groups and profit motive

BY GUIDO H. STEMPEL III

Two decades ago, Dow Jones, publishers of The Wall Street Journal, started a trend in the newspaper industry when it went public. By the end of last year, shares were being publicly traded in 17 companies that accounted for about a quarter of the total daily newspaper circulation in the U.S.

This trend has raised the question of whether publishers and perhaps editors of publicly owned newspapers would become more concerned about financial considerations and less about the quality of the newspaper. An article in the Fall 1984 Public Opinion Quarterly by Philip Meyer, professor of journalism at the University of North Carolina at Chapel Hill, and Stanley T. Wearden, assistant professor of journalism at Kent State University, explores this question.

They surveyed securities analysts interested in newspaper companies, publishers, editors and staff members of publicly owned newspapers, and publishers, editors and staff members of privately owned newspapers.

As you might expect, they did find that the analysts were more concerned about such financial considerations as earnings consistency and financial health than about editorial quality or quality of the whole newspaper.

However, publishers, editors and staff members of publicly owned newspapers considered editorial quality and product quality more important than any financial considerations. The same was true of publishers, editors and staff members of privately owned newspapers.

There was, in short, no indication that the fact of public ownership was causing persons on publicly owned newspapers to place a higher priority on financial considerations.

• • •

Research about newspaper readers in recent years has drawn the distinction between subscribers and occasional readers. Now a study by a journalism faculty member at San Diego State University demonstrates the significance of this distinction by documenting that these two types of readers use the newspaper for different things.

Wayne M. Towers reported to the convention of the Association for Education in Journalism and Mass Communication in August that subscribers use newspapers for surveillance, while single copy readers use the newspaper to find interesting things to talk about to other people. Surveillance here means checking on what is going on in the world around the reader.

Copies of Towers' report may be obtained from him at the Department of Journalism, San Diego State University, San Diego, Calif. 92182.

• • •

The major public concerns about health are not the most frequently covered topics in newspaper coverage of medicine. That's the finding of a study in Ohio by Hugh M. Culbertson, professor in the E. W. Scripps School of Journalism at Ohio University, and this writer.

We made a statewide survey of public attitudes about medical care. Four hundred fifteen randomly selected respondents were interviewed by telephone in March and April 1982. We also examined the coverage of medicine from January through March of 1982 in the 11 Ohio daily newspapers of more than 100,000 circulation. Together these newspapers had 62 percent of the daily circulation in Ohio at the time of the study.

The great majority (74 percent) of respondents said that the cost of health care was the most important problem facing health care in the U.S. However, only 12 percent of the newspaper articles dealt with that topic.

The most frequently mentioned topics in the newspapers were specific diseases, which accounted for 34 percent of the articles, and self help in health care, the subject of 28 percent of the articles. Only 3 percent of the respondents considered specific diseases the most important problem, while 7 percent considered self help the most important problem.

This study is reported in the Spring 1984 issue of the Newspaper Research Journal. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Few courses found for some 'J' majors

Would-be journalism students beware. According to the Dow Jones Newspaper Fund, one out of six colleges that say they allow a student to major in the news-editorial field do not offer enough courses or credit hours in it to constitute a legitimate major.

The Fund made the discovery in the process of updating its annual Journalism Career and Scholarship Guide. "I was just astounded," said Executive Director Thomas E. Engleman.

According to Engleman, the Newspaper Fund's list of schools offering a news-editorial major was compared with a list of that nature contained in a commercially available directory of college majors.

The fund found 153 schools it had not previously listed and sent questionnaires to the schools. Of the 96 schools that responded, 62 were found not to offer enough courses or credit hours for a major—generally considered to be 25 percent of the total required for graduation.

Engleman declined to name the schools but said they were "basically small liberal arts schools." Most were private schools. Several offered only one or two courses in journalism. One had a cooperative agreement with another institution to send its students there to take journalism classes.

Engleman also would not disclose the name of the directory. He said that the directory, undergoing revision at the same time as the Newspaper Fund's Guide, was given a "full report" on the fund's survey, but that in a majority of cases, it did not alter its entries.

Survey results also have been shared with the Association for Education in Journalism and Mass Communication, the national organization of journalism educators, and with the Accrediting Council on Education in Journalism and Mass Communications, the federally recognized journalism school accrediting agency.

The 1985 Journalism Career and Scholarship Guide lists 328 schools with journalism majors. It also provides information on more than $3 million in scholarships. Single copies are available without charge from the Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. For two or more copies, the price is $2 each. □

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Parade readers tell papers what they're doing wrong

(Editor's note: A report on media credibility by David Lawrence Jr., executive editor of the Detroit Free Press and chairman of the Credibility Committee of the American Society of Newspaper Editors, was published in Parade magazine last summer. The article was accompanied by a questionnaire seeking the public's views on the subject. The following is a report on the response Lawrence received.)

BY DAVID LAWRENCE JR.

Most of the more than 8,000 responses came from everyday readers.

Hugh L. Bates of Indian Rocks Beach, Fla., wrote: "As you purport to keep watch on all things, so you need watching."

Earl E. Eigabroadt, a retired Army captain living in Gig Harbor, Wash., said: "The slightest malfunction of any nuclear facility receives bold and instant headlines. . . . A reader will have to search diligently, however, to find other than inner-page mention of any of the hundreds, perhaps thousands, of people killed annually producing coal and oil."

But some responses came more from within:

William O. Beck, now working for a power company in Duluth, Minn., remembers what it was like in the newsroom when he was a newspaper reporter: "The reportorial goal of most of the youngsters was to grab a good story and ride it for six months and then start sending the resume and clips to Miami and Philadelphia. In that kind of atmosphere, responsibility tends to become an abstraction."

John W. Bride, the Portland, Maine, president of a broadcast group with five radio stations, wrote: "I personally have gone through misquotes, phrases taken out of context, inaccurate statements from which the reporter then draws false conclusions. As a consequence, I no longer grant interviews."

Hundreds of the responding readers not only filled out the questionnaire but also wrote accompanying letters. Responses came from every state, except Montana. No scientific validity should be suggested for any of this; yet the amount of response—and what readers had to say—suggests press credibility is worth a lot of discussion and study.

Study it shall get. The American Society of Newspaper Editors has commissioned Kristin McGrath of MORI Inc. of Minneapolis to study the question of press credibility, with an emphasis on finding out what editors can do—if anything—to lessen the problem.

David Lawrence Jr.

The questionnaire sought just four answers:

1. How much do you think your local newspaper editor cares about being accurate and fair?

The respondent could check: A lot (and 17 percent did). Not enough (45 percent). Not much at all (38 percent).

2. If you were the editor of your local newspaper, what's the first change you would make?

Almost 60 percent said their first change would be in the handling of the news-editorial content, ranging from the paper's editorial philosophy vis-a-vis the news content, to how news is treated. Another 18 percent would adjust the kinds or amounts of news.

3. If you were hiring the editor of your local newspaper, what's the single most important attribute you would seek?

More than two-thirds of the respondents pointed to such values as honesty, fairness and open-mindedness. The second most frequently mentioned (9 percent) attribute was job skills.

4. Which is the most accurate and fair?

The respondent could check: Radio (and 42 percent did). Or newspapers (31 percent). Or television (16 percent). The rest chose "none," accompanied by such notations as "This is like choosing between bad, badder and baddest," or "Not a dime's worth of difference."

Those who chose radio thought that medium focused on the facts, without editorializing. The consensus among those who chose TV was: When you see something, you can form your own opinion. Those who chose newspapers noted the depth with which we treat a topic.

Researcher Joni Silverstein, who tabulated the responses, thought they reflected readers' "genuine concern toward this topic." One tantalizing observation from Silverstein was that although "a number of research studies have indicated that readers want more condensed stories . . . a lot of the answers indicated otherwise."

In the spirit of enhanced credibility, the reader is entitled to the last words.

David McWhalters of Los Gatos, Calif., wrote that the media "have no ethics, no morals, no consideration for anyone." He cited actress Elizabeth Taylor's request for five minutes alone at the grave of Richard Burton. "None granted, no decency," said McWhalters. "If it were I, every reporter would have been covered with spray paint or Agent Orange."

McWhalters' closing paragraph in a two-page letter:

"After this tirade, I will sign my name. I know this letter will not change anything, but one can hope." □

Pools of various sizes and composition planned by Pentagon

Pentagon officials indicated at a Nov. 15 meeting with newspaper representatives that they are planning press contingency pools of different sizes and potentially varying numbers of newspaper reporters, ANPA said.

ANPA Chairman and President Richard J.V. Johnson, American Society of Newspaper Editors President Richard D. Smyser and ANPA Executive Vice President Jerry W. Friedheim met with top Defense Department public affairs officials to discuss press coverage of U.S. combat missions.

The meeting—held after Johnson sent a telegram to Defense Secretary Caspar W. Weinberger requesting a meeting on the issue—followed protests over newspapers' exclusion from the initial pool. A day later the Pentagon added one newspaper reporter. ANPA has since requested the further addition of two more newspaper reporters [presstime, Nov. 1984, p. 38].

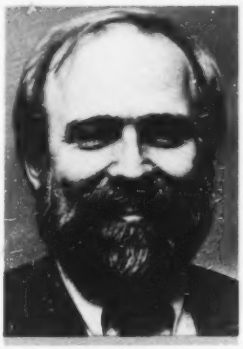
After the Nov. 15 meeting, Johnson, president of the Houston Chronicle, said "there are still some specifics to be sorted out." Following that, "We'll be discussing details with the newspaper organizations which might become involved in press-pool availability for short-duration coverage of military operations," he said.

Friedheim said the newspaper contingent was "encouraged by our preliminary discussions, but we will be working further on details." □

SPJ,SDX to open FOI Center in March, sets minorities goals

The Society of Professional Journalists, Sigma Delta Chi, has set its sights on the areas of freedom of information, minorities, and membership.

President Frank Sutherland, managing editor of The American of Hattiesburg, Miss., described plans solidified at the society's annual convention Nov. 12-17 in Indianapolis. Among them:



Frank Sutherland

- A Washington, D.C.-based Freedom of Information Center will open on Freedom of Information Day, March 16. Sutherland said specific activities of the SPJ,SDX-sponsored center will be announced at its opening [presstime, Dec. 1983, p. 28].
- The society will join with the American Society of Newspaper Editors and other media groups "to speed up the process" by which minorities enter journalism. SPJ,SDX will conduct a campaign directed at young minorities, informing them of opportunities in the profession through ads in daily newspapers, magazines such as Ebony, and other media.
- The organization's Minorities Committee will examine how the journalistic society can address what it sees as the media's poor coverage of minorities. A prime concern is that minorities often are not "mainstreamed" into coverage of stories other than those dealing with racial issues, Sutherland said.
- There will be a drive to increase membership, which has been stagnant over the past several years at about 24,000, through greater recruitment efforts. Membership had climbed to an all-time high by 1980 of about 28,000. It dropped by about 4,000 after the society dropped inactive members from the rolls.

Sutherland was elected and took office at the convention, as did Robert Lewis, Newhouse Newspapers Washington Bureau, president-elect; Robert H. Wills, editor of The Milwaukee Sentinel, secretary; and James F. Plante, managing director of NBC news support services, New York City. □

First Amendment Congress planned for '87

The First Amendment Congress organization has announced that a national First Amendment Congress will be held in Denver in the spring of 1987. The third such national meeting, it will be linked to observance of the bicentennial of the U.S. Constititution.

At its Oct. 27 meeting, the congress [presstime, June 1982, p. 18] re-elected Jean Otto, editorial page editor of Denver's Rocky Mountain News, for a fifth term as president. Judith D. Hines, vice president and director of ANPA Foundation, was re-elected secretary and designated president-elect.

Other new officers are Vice President Paul Davis, news director of WGN-TV in Chicago, and Treasurer John Shurr, Associated Press bureau chief in South Carolina.

The First Amendment Congress was founded in 1979 by 12 media organizations for the purpose of preserving the First Amendment rights of free speech and a free press. ANPA was one of the founders. □

Booklet summarizes credibility seminar

A summary of the American Press Institute's September seminar on "The Public Perception of Newspapers: Examining Credibility" is now available in booklet form.

The two-day meeting of 22 invited newspaper people was the first of what is planned as an annual J. Montgomery Curtis Memorial Seminar on a subject of concern to the newspaper industry.

The name of the seminars honors the man who headed API for 16 years. Curtis died in 1982.

About 3,000 copies of the 19-page booklet have been sent to newspapers, journalism schools and newspaper organizations in the United States and Canada. Additional copies are available for $1 each from API, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

Determining the best ad strategy

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, offers wide-ranging discussion on how advertisers can get the most out of their ad dollars in an update of his 1967 book, *Strategy in Advertising.*

"While methods, institutions and statistics will change, the basic principles of good advertising strategy will remain valid," he writes.

Bogart draws on research and personal experience in documenting contemporary American advertising and the "how-to's" of advertising strategy. He addresses such topics as "deciding how much to spend and where," "persuasion and the marketing plan," "defining the target" and "the concept of 'audience.' "

The 420-page, hard-cover book is available for $28.95 from Crain Books, 740 Rush St., Chicago, Ill. 60611. □

Technology aids modern design

Modern technology has given newspaper designers more freedom than that of their predecessors, who were confined by typesetting and other restrictions, writes Daryl R. Moen in *Newspaper Layout and Design.*

Moen, chairman of the editorial department of the University of Missouri School of Journalism, discusses numerous design issues confronting newspapers: "modular" layout, "packaging" sections and stories, using color, the process of redesign, and others.

"Most of all," Moen says, "the designer should have an appreciation for the function of the newspaper. . . . There should be only one guiding principle: Keep it simple."

The book also addresses the special needs of tabloids, cautioning not to treat them "merely as a small-sized newspaper."

The 276-page, soft-cover book is available for $19.90 from Iowa State University Press, Ames, Iowa 50010. □

For flexography pioneers, 'if' has changed to 'when'

Press Options II, the ANPA-sponsored symposium on the availability of press choices, turned out to be a nearly lopsided endorsement for flexography. For a day and a half, the Chicago gathering of about 160 newspaper executives from around the world heard one speaker after another praise the rapidly advancing newspaper printing technology.

"Flexo stole the show," was how William D. Rinehart, ANPA vice president/technical, described the symposium.

"It was the most optimistic report on flexography that I've heard," said George Cashau, ANPA director/technical research and organizer of the symposium. "The information the speakers provided was very current, topical and truthful."

The symposium was divided into a series of presentations on flexography, anilox inking systems, letterpress-to-offset conversions, new offset press installations, and developments in press technologies overseas.

But permeating most presentations were flexography and its reported advantages: reduced newsprint waste, virtual elimination of ink rub-off and misting, reduced show-through, sharp reproduction, reduced power consumption, lower noise levels, lighter and less expensive presses, use of environmentally attractive water-based inks, and reduced maintenance and manpower [presstime, July 1984, p. 41].

The mood of the symposium was set Oct. 29, the day before it opened, when The Providence Journal Co. signed an agreement with Windmoeller & Hoelscher Corp. for an 18-unit flexographic press line that the newspaper will install in a new satellite printing facility.

That mood was enhanced when Paul J. Koessler, president of the commercial printing firm Greater Buffalo Press Inc., announced that the comic-strip printer was adding two additional flexographic press lines to the one that has been used for the past three years.

Although many of the technical problems that flexography faced just months ago have, in large measure, been resolved, problems associated with handling, storing, controlling and delivering water-based inks to the press continue to be major concerns.

Numbers do the talking. Many of the symposium speakers underscored their assertions on the pros and cons of respective press options with statistical data. A noteworthy example involved a comparison of the capital intensity of the three press technologies—offset, letterpress and flexography.

Louis J. Franconeri, vice president/operations for The Baltimore Sun, and ANPA researchers used for comparison purposes a hypothetical 230,000-circulation daily printing an 80-page product on a nine-unit press with five halfdecks and a 3:2 folder.

The combined cost figures, excluding any variations in labor costs and power consumption, revealed that offset was the most expensive way to produce the hypothetical newspaper. Letterpress was .79 percent less costly and flexography 1.26 percent. (See chart below.)

"Depending on your newspaper, your collective bargaining agreements, your labor environment," said Franconeri, "it is conceivable that flexo could come in at as much as 1 percent to 10 percent less than offset."

Newspapers, press manufacturers and materials suppliers have spent $30-40 million for research and development on flexographic printing, according to Thomas Might, vice president/operations for The Washington Post Co.

In a subjective analysis of 17 facets of printing quality, Might rated the differences between the three printing technologies on a scale of 1 to 5, with 5 being best. The list included show-through, set off, rub-off and ink density, among other characteristics. His overall evaluation had letterpress rated at 2.6, offset at 3.8 and flexography at 4.6. Flexography also garnered eight scores of 5.

"Flexo is not perfected yet," he said, "but how can a process with so many '5s' in the individual quality events not succeed overall."

Concerns alleviated, somewhat. Might, who said he once was skeptical of applying flexography to newspaper printing, also addressed many of the problems with flexography that had been at the root of his skepticism.

"I had all of these items on the intensive care list last year," he said. "Today we take them for granted."

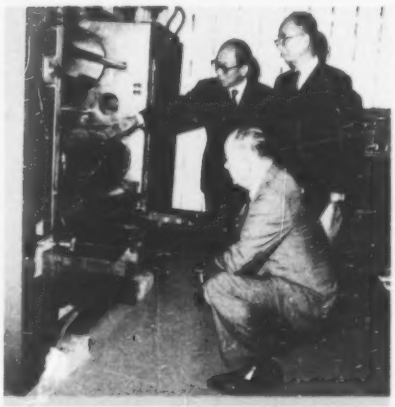
For example:

- *The wear and life of the anilox inking roller.* Greater Buffalo's Koessler pointed out: "We could get no more than 10 to 20 million impressions off (the first) anilox roll we installed. Now we have laser-engraved ceramic rolls. And on the first roll we've put into the press, we've run over 80 million impressions, and we see no apparent wear."
- *The time it takes to deal with damaged anilox roller.* According to Might, the anilox rollers in the flexographic units to be installed at the Post by the end of next month can be replaced in 20 to 25 minutes—less than the time it takes to undo "a bad folder jam."
- *Inconsistencies in the manufacture of anilox rollers.* Might reported that the screen rulings—the number of ink-holding cells per inch—are becoming more standardized, in the range of 300 to 400 lines per inch, as are the depths of the cells. "With current ink strengths," he said, "this range will provide (reflective) density options from .95 to 1.15," or as black as any high-contrast newspaper printed today.
- *The wear of "doctor blades."* These devices, which wipe the excess ink from the anilox roller and control the amount of ink being delivered to the plate, were

Producing a hypothetical 230,000-circulation, 80-page daily

	Labor efficiency		Materials costs for one edition			
	Running press	Maintenance	Plates	Newsprint	Black Ink	Total
Offset	100%	110%	$ 83	$50,997	$1,214	$52,294
Letterpress	(100% base)	(100% base)	$245	$50,310	$1,079	$51,634
Flexography	10-20% less	N/A	$230	$49,592	$2,058	$51,880

Prepared by Louis J. Franconeri, vice president/operations, The Baltimore Sun.



Yuchi Okomura, executive managing director of TKS Ltd., points out ANPAPRESS™ unit to Oka (right) and Rinehart.

plagued early on with premature wear problems. But Might reported that the current crop of steel blades have a life expectancy of two to three weeks and are inexpensive to replace.

• *Less-than-optimum plate performance.* Improvements include laboratory-produced screen rulings of up to 120 lines per inch. And plate durability was reported as having attained about 1.5-million impressions.

• *Difficulty in cleaning the inking system.* Jerry S. DeHimer, director of production for the Providence Journal-Bulletin, said his press crews now simply "press a button" to clean the units. The cleaning process consumes merely two gallons of water and takes about 20 seconds.

• *Ink set-off on the second impression cylinder.* The problem was due to slow-drying inks, but DeHimer said ink manufacturers have been able to speed the drying of water-based inks without creating premature drying problems.

After DeHimer and Koessler, flexography's next-strongest endorsement came from Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc.

That company currently is the only one to have two different flexographic installations: two units and a halfdeck produced by Kidder-Stacy Co. and installed at the Long Beach (Calif.) Press-Telegram, and two units and a halfdeck by M.A.N.-Roland USA Inc. installed at The Miami Herald. At both installations, Knight-Ridder is seeking to determine the feasibility of producing process color in the page one position.

At Long Beach, he said, "flexo quality is better than (the paper's) letterpress quality. We think we've now proven you can print beautiful process color with flexographic printing."

The flexo units at Long Beach have become the "top press" there, Roth reported. Additionally, he said, "web breaks caused by the units are just about nonexistent."

Besides concerns about water-based inks, the only significant caveats about flexography expressed at the symposium concerned the interplay between plates and inks, and clearances between components of the anilox inking system.

As for the former, a solution appears near. The speakers said that some of the solvents used to alter the inks caused the plates to swell, but most ink and plate suppliers appear to have the problem under control.

Improvements also were noted with regard to the problem of clearances, but the Post's Might said it "is still one of those items on my critical list."

Global developments. While it was evident at the symposium that the bulk of research time and money in North America is being directed at flexography, that is not the case overseas.

Some newspapers have discovered that it is feasible to replace the complicated ink trains of existing offset and letterpress units with ANPA-developed anilox inking systems similar to the direct anilox systems of flexography. The principal difference is that the retrofit anilox systems employ two form rollers to deliver the ink to the plate.

The papers, therefore, gain some of the benefits of flexography without having to incur the huge expense of replacing whole units or buying new press lines.

"We shall totally convert (102 letterpress units) to indirect anilox over the next two to three years," said Thomas H. Garrud, technical director of Harmsworth Publishing Ltd., London. "Further, I envisage at least (141) press units from other national newspapers in the U.K. to convert. . . ."

Garrud said European newspapers are looking more closely at the possibility of using anilox inking systems on letterpress presses with water-based inks.

That view is also well-entrenched in Japan. Hisao Oka, executive managing director of the Yomiuri Shimbun, pointed out that 76 percent of the approximately 1,300 press units printing Japanese newspapers are letterpress, and all are candidates for conversion. Oka said the Yomuiri Shimbun will be converting all of its 160 press units to anilox inking systems by 1986.

Although research and development in anilox offset printing is not at the same level of intensity as flexography and anilox letterpress, some newspapers are still pursuing the technology.

Garrud said experiments using anilox offset presses are being conducted in Frankenthal, West Germany. And George E. Botsko, production director of the Burlington County (N.J.) Times, said the ANPA experiments with anilox offset conducted at his paper were proving the technology to be cost effective.

Based on estimated costs of $2.6 million to convert a letterpress press line to offset and another $500,000 to install anilox inking systems, Botsko said it would cost about $3.1 million to convert a nine-unit letterpress press to anilox offset.

Despite the stream of endorsements, Knight-Ridder's Roth pointed out that flexography is still short—albeit just barely—of being on the same plane as existing newspaper printing processes.

"If I had to order a press today," he said, "it would still be offset. However, insofar as possible, we are postponing decisions.

"I feel we are much, much closer to the time when that decision might be different," he continued. "I think we're going to be prepared to give that answer in less than six months." —*Paul Kruglinski*

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Metro winners announced

First-, second- and third-place winners have been selected in the 23rd semi-annual Goss Metro Users Printing Quality Contest conducted by ANPA.

In the order of finish, they are:

• **Overall:** The St. Petersburg Times and Evening Independent; the Statesman-Journal of Salem, Ore.; and The Columbian of Vancouver, Wash., and The Orlando (Fla.) Sentinel, which tied for third place.

• **Black and white:** The Columbian, the Statesman-Journal, and the St. Petersburg Times and Evening Independent.

• **Spot color:** The Orlando Sentinel, the Statesman-Journal, and the St. Petersburg Times and Evening Independent.

• **Process color:** The St. Petersburg Times and Evening Independent, The Orlando Sentinel, and the Statesman-Journal.

ANPA's technical research staff and newspaper production personnel judged the 13 Metro users that entered the contest. □

TECHNOLOGY NOTES

• Indianapolis-based Koenig & Bauer/Egenolf Inc., a press assembly and marketing agent for Koenig & Bauer AG of West Germany, has signed an agreement with two newspaper firms for offset press installations.

The Herald-Telephone in Bloomington, Ind., and Paddock Publications Inc.—publisher of The Daily Herald in Arlington Heights, Ill.—will be the **first to use Koenig & Bauer newspaper presses** in the Western Hemisphere.

• The French Government is seeking a firm to take over the Printing Division of **financially troubled Creusot-Loire**.

According to some sources, Rockwell International Corp. (Goss) is in the final stage of negotiations to purchase the printing division.

Although the large European manufacturing firm is now in bankruptcy, the printing division has been called a "viable operation" and recently made a large sale to The Hindu of Madras, India.

• M.A.N.-Roland USA Inc., a press manufacturer, has created a new division that will **supply spare parts for newspapers** with Wood, Hoe and Scott presses.

• Motter Printing Press Co., the parent organization of Kidder-Stacy Co., has **reorganized its flexography program.**

Motter has moved the research and development, manufacturing, and testing facilities of Kidder-Stacy's newspaper flexography program to York, Pa., according to a company spokesman.

• PacePack Corp., a maker of distribution equipment, announced it has signed a preliminary **partnership agreement** with Engineering Works Wifag of Bern, Switzerland.

Under the agreement, PacePack will market the Swiss company's line of single- and double-width offset, rotogravure and letterpress presses in North America.

• The New York Times next spring will begin printing its **national edition** at a sixth site—the Lorain (Ohio) Journal.

The initial press run will be 25,000 copies for the weekday edition and 50,000 for the Sunday edition.

• Eastman Kodak Co. recently announced the formation of a new **computer-disk manufacturing division**, Electronic Media Manufacturing.

TECHNOLOGY CALENDAR

• The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and the New Orleans Convention Center.

• The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.

• The Computer Technologies Department of Printing Industries of America Inc. will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

• **Print 85,** the biennial graphic arts show, will be April 13-20 at McCormick Place in Chicago.

• The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

• **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.

Equipment for sale

NAPP plate processing equipment: one News Printer II exposure unit, with an hourly capacity of 60 single plates, $600; one Comet drying unit, which processes 60 plates per hour, $2,000; one Twin Star drying unit, which produces up to 30 single plates per hour, $250. The equipment and spare parts are to be sold as is, where is. All was still in use as of August 1984 and is operable. Contact James P. Quinn, vice president/production, The Home News, 123 How Lane, New Brunswick, N.J. 08903; (201) 246-5642.

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

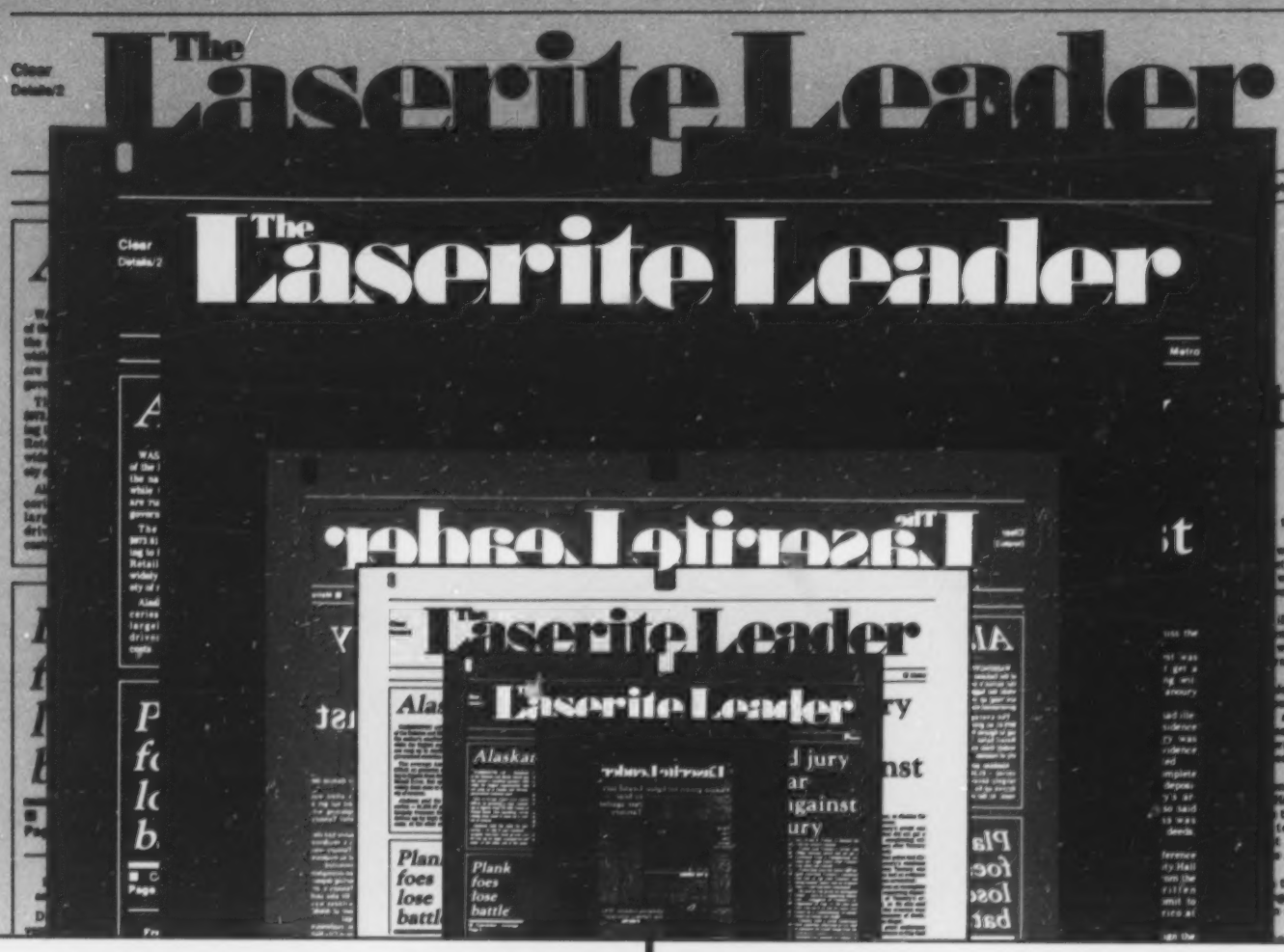
Complete news channel equipment set-up; all audio and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Will provide extended factory warranty and training on flexicaster. Great condition; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

Equipment wanted

The year-old Department of Mass Communication at the University of Maiduguri in Nigeria needs television, radio and photojournalism equipment and a printing press. Contact Dr. Callix Udofia, senior lecturer/chairman, Department of Mass Communication, University of Maiduguri, P.M.B. 1069, Maiduguri, Nigeria.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.



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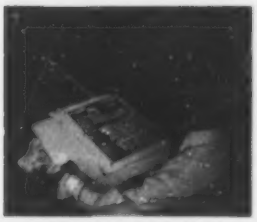

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Gerber, a pioneer in its own right in graphic arts technology, adds the Laserite systems as a logical expansion of its involvement in electronic publishing.

Proven software, proven hardware. Gerber graphic arts products, like Laserite and the AutoPrep System, are in daily production, meeting demanding deadlines and improving productivity. The Laserite uses industry-standard output media, readily available from multiple sources.

Digitized data + camera-ready art = finished product in one pass. Our patented Coincident Imaging process takes text, digitized pictures and line art from your front-end pagination system and combines them with camera-ready material to give you finished products on film, plates, paper or proofs.

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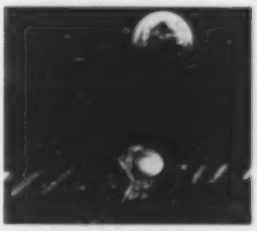
Production-oriented, user-friendly software is field-proven, including options like imposition page rotation for direct output.



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Times Mirror agrees to sell cable system

The Times Mirror Co. agreed to sell one of its cable-TV systems in Connecticut to settle a cross-ownership dispute with the state's Department of Public Utility Control.

The dispute dates to 1980 when the department ruled there is "inherently harm to the public interest in cross-ownership" and ordered Times Mirror to divest either The Hartford Courant or its cable systems in Hartford and Meriden.

Although Times Mirror had won an appeal of the ruling in Connecticut Superior Court, the state's Supreme Court reversed that decision last March and sent the case back to the trial court [presstime, July 1984, p. 57].

Under the settlement, announced Nov. 15 by Connecticut Attorney General Joseph I. Lieberman, Times Mirror will sell its Hartford cable system by Sept. 4, 1987.

It will retain the Meriden system, subject to restrictions on joint advertising rates, editorial control and access by the Courant to the system.

Times Mirror owns about 60 U.S. cable systems.

The settlement announcement came two weeks after enactment of a new cable regulatory law that prohibits states and franchising authorities from imposing restrictions on newspaper/cable cross-ownership [presstime, Nov. 1984, p. 32]. What impact that law would have had on the Connecticut situation, although now apparently a moot question, is a matter of some disagreement.

Times Mirror agreed with some observers that the new law nullified the DPUC divestiture ruling, according to Philip E. Kucera, associate general counsel for the company. Asked why Times Mirror decided not to continue its challenge of the ruling, he declined further comment.

Attorney General Lieberman said he believes the new law "substantially weakened" Connecticut's case against Times Mirror.

On the other hand, five Connecticut newspaper companies that had opposed Times Mirror in the case maintain that the new law would have had no affect on the DPUC ruling. Nonetheless, they were pleased with the settlement. "It's a good compromise for everyone concerned," said Carter H. White, president and publisher of the Record-Journal in Meriden. □

Gannett plans electronic service

Gannett Co. Inc. Nov. 16 announced it will launch an electronic information service in December.

The service, "USA Today Update," initially will consist of "hotlines" updated hourly on news, money, weather and informational events, as well as features on business topics. Information for the service will come from Gannett's national newspaper, USA Today, its other newspapers and its broadcast stations.

In a significant difference from the electronic services of two other major newspaper companies, Knight-Ridder Newspapers Inc. and The Times Mirror Co., the Gannett service does not require a special terminal. According to the company, the information will be provided through personal computers, electronic mail and office automation systems.

Gannett will not offer the service directly to consumers, but will provide it to companies that will sell it to consumers. The names of those companies have not been announced.

Staff and budget figures for the venture have not yet been determined, according to an official of Gannett News Media Services.

Development of the service follows two years of study [presstime, June 1984, p. 20]. □

TELECOMMUNICATIONS NOTES

• Datatek, a subsidiary of the Oklahoma Publishing Co., will use the Associated Press' SATPAC, a two-way satellite transmission service, for its **electronic newspaper library network.** VU/TEXT, the Knight-Ridder subsidiary that offers a similar newspaper library service, also uses SATPAC.

• Viewers **remember news stories** they read off the TV screen better than those they hear read by TV newscasters, according to a study by researchers at the University of Florida.

The study also found that graphics accompanying a story presented in "cabletext" format or read by a newscaster helped viewers remember the topic of the story, but not its details. However, lines of text crawling across the bottom of the screen adversely affected the retention of stories in both formats.

• More newspapers than the 12 earlier announced will participate in a **test of AD/SAT**, a private venture by which advertising copy will be delivered to newspapers via satellite, according to N. S. "Buddy" Hayden, consultant for the firm that is developing the service, Robert Wold Co. Hayden said the additional newspapers will be identified next month.

Meanwhile, the AD/SAT project is proceeding, with the six-month test planned to begin in 1985, he said.

A commercial satellite ad-delivery service could begin in early 1986, project officials said [presstime, July 1984, p. 57].

• A subsidiary of the Courier-Journal and Louisville Times Co. will introduce a **public-access videotex** system Dec. 6 in Louisville with eight "MetroGuide" terminals in hotels, visitors' information locations and an arts center. It hopes to have as many as 50 terminals in place by summer 1985.

• Citicorp, J.C. Penney Co. and RCA Corp. have formed a "study team" to explore **opportunities in videotex.** J.C. Penney last year bought an experimental videotex system and said it might expand the service nationwide [presstime, April 1983, p. 15]

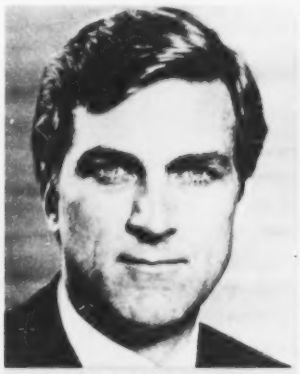
• The Dallas Morning News Nov. 1 **discontinued its cable-TV programming efforts.** It had been providing round-the-clock programming, primarily in text format, on a channel available over three cable systems.

"The advertising revenue potential didn't look enormous to us," said Carolyn E. Fessler, manager of Electronic Information Services.

• Cox Enterprise Inc. is **expanding its cable services.** The Atlanta Journal-Constitution Video Edition was scheduled to begin Nov. 26.

Initially, programming will consist of a call-in talk show, program-length advertisements, and a 30-minute news program repeated twice, all appearing between 9 and 11 p.m. daily. Other Cox newspapers are operating similar services [presstime, March 1984, p. 35].

• Knight-Ridder Newspapers Inc. **sold its interest in cellular radio** applications in eight markets [presstime, Dec. 1982, p. 15]. The company said it changed its mind about cellular radio when the Federal Communications Commission decided to award licenses by lottery instead of on the merits of applications.



James Hoge

Barbara P. Semonche

Luis G. Nogales

Floyd Abrams

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

The Realities of Change
James Hoge, publisher, New York Daily News; R. Gordon McGovern, president and chief executive officer, Campbell Soup Co.; J. Richard Munro, president and chief executive officer, Time Inc.; Mark Shields, syndicated columnist, The Washington Post. Audit Bureau of Circulations annual conference, Toronto, Oct. 30-Nov. 1.

The American People's First Amendment
Jerry W. Friedheim, ANPA executive vice president. The Daily Herald 100th anniversary observance, Biloxi, Miss., Oct. 25.

Blueprints for Smaller Newspapers
Barbara P. Semonche, chief librarian, Durham (N.C.) Morning Herald and The Durham Sun. National Newspaper Association annual conference, Reno, Sept. 28.

What Has Been Happening at UPI?
Luis G. Nogales, UPI president and chief operating officer. New England Society of Newspaper Editors annual convention, Portland, Maine, Oct. 20.

Restrictions on Americans' Right to Import and Export Information
Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York. American Civil Liberties Union Free Trade in Ideas conference, Washington, D.C., Sept. 18.

Enforcing the Securities Law Does Not Imply Hostility to the Press
John M. Fedders, director, Division of Enforcement, Securities and Exchange Commission. American University School of Communication and the National Center for Business and Economic Communication seminar, Washington, D.C., Oct. 22.

The Need for a Coherent National Telecommunications Policy
John R. Gaulding, vice president/corporate strategy, Pacific Telesis Group, San Francisco. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 3.

From the Institute of Newspaper Controllers and Finance Officers annual convention, Vancouver, British Columbia, Oct. 14-17:

The Audit Bureau of Circulations from a Publisher's Viewpoint
E. H. Wheatley, publisher, Vancouver Sun, and president, Pacific Press Ltd.

Concerns about ABC
Marvin S. Clements Jr., vice president and circulation director, Jackson Newspapers, New Haven, Conn.

ABC and the Newspaper Controller
George T. Gleason, controller, The Tampa Tribune

ABC and the Newspaper Audit
Richard W. Deneen, vice president/auditing services, ABC, Schaumburg, Ill.

Strategic Thinking about the Future
Christine D. Urban, president, Urban & Associates, Sharon, Mass.

Credit Investigation
James Ralph, vice president, ANPA Credit Bureau Inc., Reston, Va.

Findings from the Excellent Companies
William F. Meehan, principal, McKinsey & Co. Inc., San Francisco

ZIP-code audits debated

Whether the Audit Bureau of Circulations should impose mandatory ZIP-code audits was a key issue of discussion at the annual ABC Conference Oct. 30-Nov. 1 in Toronto. No firm decisions were made.

Advertiser members of the bureau and some newspaper members favor mandatory reports. But other newspapers staunchly oppose ZIP code audits, saying they would give competitors an open door to engage in cream-skimming efforts in areas of low newspaper penetration.

Although the ABC Board of Directors voted in November 1982 that ZIP-code reporting will be mandatory in three years, no specific date has been set for implementation, and the debate rages on.

Options under discussion for handling ZIP-code reporting are:

- Make it mandatory and publish the data despite complaints from newspapers, or provide the data to publishers who then would decide whether to release it to advertisers.
- Make it mandatory only when a newspaper provides unaudited ZIP-code data to an advertiser.
- Make it optional and allow newspapers to provide unaudited data to advertisers.
- Make it mandatory but exempt the few newspapers with a high percentage of single-copy sales because such reporting would hold little meaning for their circulation.
- Make it mandatory but exempt those newspapers that (1) publicly state they do not market by ZIP code and (2) do not give out unaudited ZIP-code data.
- Eliminate it entirely.

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee continues to examine these options.

It is expected that the topic will be debated further at the NAB Board of Directors meeting in January and at the ANPA Board of Directors meetings this month and in February.

In other business at the conference, which marked the 70th anniversary of the bureau [presstime, Nov. 1984, p. 12], the two ANPA- and NAB-endorsed candidates for newspaper-director vacancies on the ABC board were elected. James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp., will represent newspapers in the Central Time Zone, and R. David Threshie, publisher of The Register, Santa Ana, Calif., will represent publishers in the Mountain and Pacific Time Zones.

Moroney is a member of the ANPA and NAB boards of directors; Threshie is an NAB director. They were two of 15 board members elected or re-elected.

Thomas B. Sherrill, vice president/marketing of The Columbus Dispatch and Citizen-Journal, was re-elected to represent daily newspapers in the Eastern Time Zone.

Also, Grover J. Friend, president of Calkins Newspapers, Levittown, Pa., was named a vice chairman of the board, and Lloyd M. Hodgkinson, group vice president, magazine divisions, of Maclean Hunter Limited, Toronto, was elected treasurer. □

Carrier-safety tips evolve into plan for all kids

Safety tips originally prepared for carriers by The Arizona Republic and The Phoenix Gazette have been expanded into a program to cover all children.

After the assault and murder of a 13-year-old carrier last May, the company compiled a list of safety tips in conjunction with local police and mailed copies to carriers' parents [presstime, Sept. 1984, p. 7]. From that base evolved the new "Kids in Control" kit, developed by the company. It includes a five-minute music video, a discussion guide and other material that presents three potentially dangerous situations through dance.

Educational Services Coordinator Laura Atwell said that about 1,200 video cassettes have been distributed free to all elementary and junior high schools in the state. The "Kids in Control" program has been endorsed by the Arizona departments of education and public safety and by the Phoenix Police Department. □

Wrist band idea expands

In Mason City, Iowa, newspaper carriers for the Globe-Gazette glow in the dark.

The shine comes courtesy of a carrier safety program and results from use of highly reflective wrist bands.

What started as a plan to obtain the bands for carriers mushroomed into a campaign led by the Globe-Gazette to raise money to buy the bands for the area's children during Halloween. More than $3,600 was raised to provide about 6,000 bands, a spokeswoman reported. □

'Shoe' **By Jeff MacNelly**

WE'VE GOT TO FIND A WAY TO COMPETE WITH TELEVISION IN HANDLING THE NEWS...
WELL, THERE ARE A LOT OF THINGS WE COULD DO.
BUT FIRST, WE HAVE TO FIND A KID WHO CAN RIDE HIS BIKE AT THE SPEED OF LIGHT.
NEWS
MacNELLY
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ITU leaders urge locals to stay within the fold

Two mailer locals of the International Typographical Union and a unit of a printers' local have jumped the gun in their efforts to affiliate with the International Brotherhood of Teamsters and in so doing have shaken the ITU.

The splinter action has ITU leaders—both those who favor affiliation with the Teamsters and those who want merger with the Graphic Communications International Union—urging solidarity, if not forever at least for the next couple of months until formal merger procedures can run their course.

The five-member ITU executive council has taken the unusual step of placing the affairs of one of the rebellious locals under trusteeship, and international president Robert S. McMichen has warned that such breakaway actions could "tear this union apart."

Members of Cleveland Mailers Union No. 12, Columbus (Ohio) Mailers Union No. 103 and The Plain Dealer unit of Cleveland Typographical Union No. 53 have filed election petitions with the National Labor Relations Board to decertify the ITU as their bargaining representative.

At the same time, Cleveland Teamsters Local 473 filed petitions to represent the workers. The IBT Newspaper Drivers' Division is based in Cleveland.

The NLRB has scheduled elections Dec. 3-4 in Cleveland and Dec. 10 in Columbus in which ITU members will vote either to retain their local affiliation or to join the Teamsters.

As a result of the action by the Cleveland mailers' local, the executive council has named an international representative as trustee to administer its affairs. It is the first time since 1960 that an ITU local has been placed under a trusteeship. Sanctions were not imposed on the other two locals because the local officers oppose the decertification petitions.

Several other local unions have threatened to withhold dues from the international unless a membership referendum on the merger question is conducted before Dec. 17. That is a shorter period than the 90 days the September ITU convention gave McMichen to develop a merger agreement with the GCIU or another AFL-CIO-affiliated union.

If a merger agreement is not reached by Jan. 6, the ITU membership will vote on a proposal to merge with the Teamsters union, which is not in the AFL-CIO [presstime, Nov. 1984, p. 50].

AFL-CIO News

McMichen (left) and Brown (right) meet with AFL-CIO Secretary-Treasurer Thomas R. Donahue at the federation's headquarters in Washington to discuss merger.

The ITU executive council has warned local unions that failure to pay international dues subjects them and their members to a broad range of penalties under the ITU constitution, including ineligibility to vote on any merger document.

ITU Vice President Allan J. Heritage, who openly favors affiliation with the Teamsters, has urged locals to remain within the union. "Leaving the ITU at this point is abandoning your own best interests," he said in a recent message to members.

Secretary-Treasurer Thomas W. Kopeck also has urged members not to break away from the ITU and seek a merger partner on their own.

According to ANPA Manager/Labor Relations Charles Cole, ITU members who favor a merger with the Teamsters "would much prefer that all ITU locals remain in good standing to preserve their right to vote against any merger proposal received from an AFL-CIO international union."

The ITU has 493 local unions, 85 of them mailer locals.

At a recent "Heartland" typographical/mailer conference in Kansas City, Mo., delegates from Nebraska, Iowa, Missouri and Kansas unanimously adopted a resolution urging "in the strongest terms possible that the ITU membership should stay together as a group with whatever merger partner the majority of the membership decides on."

Meanwhile, McMichen has been meeting in Washington, D.C., with GCIU President Kenneth J. Brown. Neither would comment on the progress made in the merger talks, but ITU Vice President William J. Boarman said they are "going very well."

In the ITU Review, distributed from the president's office, McMichen said, "Ken Brown clearly wants the GCIU and ITU to get together. I see this working out, no question."

While all this occurs, the Teamsters' merger proposal remains on the table. "We're in a holding pattern," said IBT Research Director Mary Ann Keefee.

—Clark Newsom

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $2,791.80 in 1985 from the current maximum of $2,532.60 for employees and $2,646 for employers.

Effective Jan. 1, the wage base subject to F.I.C.A. tax will expand from $37,800 to $39,600.

The tax rate will rise to 7.05 for employees and employers alike from the current rate of 6.7 percent for employees and 7 percent for employers.

NLRB judge rules for union in decade-old dispute

A 10-year-old NLRB case involving The Daily Advance of Dover-Roxbury, N.J., and Newark Mailers Union No. 11 is still being litigated.

In the latest development, an administrative law judge recommended that the labor board adhere to its 1981 decision ordering the newspaper to bargain with the union over an initial labor agreement covering circulation department employees.

The company had appealed the board's order to the U.S. Court of Appeals, District of Columbia Circuit, which remanded the case to the board. The court held there was a question of whether the parties had agreed orally at a 1974 pre-election conference to exclude motor route carriers from the bargaining unit.

If the oral agreement existed, as contended by the company, the motor route carriers' ballots should not have been counted in the election. They were tallied, however, and swung the vote in favor of the union.

The court concluded that the NLRB had erred in failing to issue a subpoena to require the testimony of the board agent who had conducted the conference [presstime, June 1983, p. 31].

Thereafter, the board designated Administrative Law Judge Julius Cohn to conduct a hearing for the purpose of taking evidence in accordance with the court's remand.

Cohn found the company had not "established" its contention. The board agent at the 1974 conference testified before Cohn that his recollection of what had occurred 10 years ago was "very hazy." The agent's notes had been destroyed during the passage of time, according to Cohn's findings.

Cohn said an agreement with respect to voter eligibility must be in writing and signed by the parties. There is an exception, he noted, and that is if both parties acknowledge an oral agreement. The union did not acknowledge there had been an oral agreement.

(Drukker Communications Inc. and Newark Mailers' Union No. 11, JD-[NY]-130-84) □

Guild resignation provision found unlawful

The Newspaper Guild cannot prohibit resignations or lawfully fine members who resign from the union and return to work during the course of a strike, the NLRB has ruled.

In so doing, the board sustained an administrative law judge's 1981 decision in a case involving The New York Times [presstime, July 1981, p. 53]. The Times case closely parallels a recent decision involving the New York Daily News [presstime, Nov. 1984, p. 51].

At issue was a provision in the union's constitution that prohibits resignations during a strike "or at a time when a strike or lockout appears imminent."

Earlier this year, before issuing its decisions in the New York City newspaper cases, the board held in a non-newspaper case that any restrictions placed by a union on its members' right to resign are unlawful under the Taft-Hartley Act [presstime, Sept. 1984, p. 48].

In The New York Times case, the board also ruled on the question of whether the union had violated the labor law by instituting charges or levying fines against those employees who returned to their jobs before their resignations had been received by the union. On that issue, the NLRB ruled in favor of the union.

(Newspaper Guild of New York, Local 3, and The New York Times Newspaper Division of The New York Times Co., 272 NLRB No. 64) □

Ohio newspaper upheld again in election case

An administrative law judge has recommended for the second time that the NLRB dismiss an unfair-labor-practice complaint against The Tribune Chronicle of Warren, Ohio.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost by a vote of 119-97 a 1981 representation election conducted by the NLRB.

The union charged, among other things, that before the election the company unlawfully threatened employees with loss of benefits if they voted for the union.

Judge James J. O'Meara Jr. ruled Dec. 30, 1983, that alleged statements by supervisors to employees were taken out of context or made to appear as positive statements "when such was not the fact" [presstime, March 1984, p. 47].

However, the board remanded the case to O'Meara for further findings of facts and credibility resolutions related to the union's objections to the company's conduct.

In his latest ruling, O'Meara again concluded that "isolated instances of dialogue" between employees and supervisors occurring "in the course of a vigorous management versus union campaign" did not violate the Taft-Hartley Act.

(The Tribune Co. and International Union of Electrical, Radio and Machine Workers, JD-413-84) □

UPI technicians reject pay-cut contract

Technical workers at United Press International rejected by 22-18 a new labor agreement that included temporary pay cuts and the elimination of 16 of 51 jobs.

UPI spokesman David Wickenden said in mid-November that the United Telegraph Workers representatives and UPI officials were back at the bargaining table.

In a related development, one of the technicians who was to have been laid off filed unfair-labor-practice charges against UPI with the national Labor Relations Board. The union, however, did not support the individual's action. And the NLRB advised the wire service Nov. 12 that it would not issue a complaint and that the charges had been withdrawn.

Members of the Wire Service Guild in September agreed to a wage reduction package similar to the one subsequently rejected by the UTW rank-and-file [presstime, Oct. 1984, p. 62]. □

Dispute over wages closes San Juan daily

The San Juan (Puerto Rico) Star shut down Oct. 14 when The Newspaper Guild struck over the terms of a new labor agreement. In late November, it was still closed.

The previous agreement with the 38,250-circulation, English-language daily expired Oct. 1. The Guild is the only union at the Scripps-Howard paper and represents employees in all departments.

The key issue in the strike is wages. □

Study shows sharp decline in union membership

Organized labor suffered a severe setback during the 1981-82 recession period with membership in the United States dropping below 20 million for the first time since measurement began in 1968, according to a recently released report.

The report, published by the Bureau of National Affairs, a Washington, D.C.-based newsletter and research firm, said U.S. union membership was 19.8 million in 1982, compared with 20.7 in 1968. Membership reached a high of 22.8 million in 1974, the report said.

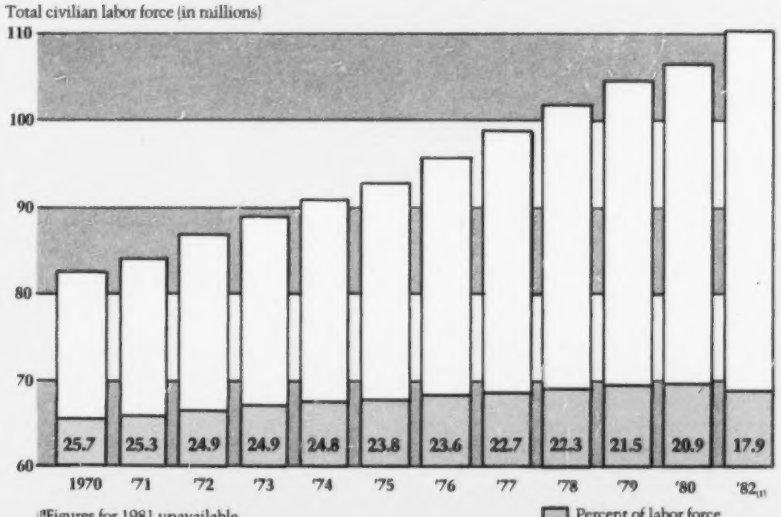
Membership as a percentage of the civilian work force, which peaked in 1970 at 25.7 percent, dropped to 17.9 percent in 1982, BNA said.

AFL-CIO spokesman Murray Seeger said that rather than comparing membership totals with civilian labor force totals, membership totals should be compared with the total number of workers who are actually eligible to join unions, excluding those such as supervisors who are not eligible. Under this measurement, union membership as a percentage of the work force would be much higher. But "there's no question that the workforce has grown faster than membership," Seeger acknowledged.

In its report, BNA also noted that the concept of membership differs among unions. Some report only active dues-paying members, while others, such as the International Typographical Union, accord membership status to retirees.

The U.S. Department of Labor's Bureau of Labor Statistics no longer compiles data on union membership.

U.S. union membership, 1970'82[1]



[1]Figures for 1981 unavailable
Source: Bureau of National Affairs

Alberto Pacheco

Recent contract settlements

Baltimore Sun, IBT: Three-year agreement covering delivery and garage employees; retroactive to Jan. 1, 1984.

Baltimore Sun, ITU: Three-year agreement covering mailroom employees; retroactive to Jan. 1, 1984.

Boston Globe, independent: Three-year agreement covering all salaried non-production and distribution employees; retroactive to July 1, 1984.

Minneapolis Star and Tribune, IBT: Five-year agreement covering drivers and mechanics; retroactive to July 1, 1984.

(Details in December 1984 ANPA Labor & Personnel Relations Letter.)

Newspaper white-collar labor pacts topic of ANPA study

Most labor agreements covering white-collar employees at newspapers provide for a five-day workweek of less than 40 hours, according to an analysis of 198 contracts by the ANPA Human Resources Department.

The study included 115 agreements with The Newspaper Guild, 41 with other AFL-CIO-affiliated unions and 42 with independent unions.

The breakdown of workweeks in the annual study—"Topical Summary of White Collar Contracts," published Nov. 1—shows 74 with the traditional 40-hour week, three with 38¾ hours, 82 with 37½ hours, three with 36¼ hours and 17 with 35 hours. The 19 others have work arrangements outside the five-day week.

The workweeks vary little from five years ago. In 1979, out of 192 contracts, there were 74 with a five-day, 40-hour week and 80 with a 37½-hour week.

In the editorial area:

- 113 contracts provide that a byline may be used only with the reporter's permission.
- 32 contracts require that the reporter be consulted before a correction or retraction is published pertaining to a story by that person.
- 16 contracts provide that no criticism of an employee's work, such as in a letter to the editor, will be published without first consulting with the employee and offering the employee space for reply in the same edition.
- 13 contracts contain a code of ethics.
- 40 contracts provide that reporters will not act as photographers or vice versa.

In the employment category, 17 contracts require the publisher actively to recruit women and minority groups and/or the hard-core unemployed for jobs. A provision stating that there will be no discrimination in hiring or promotion because of race, color, religion, sex, age or national origin is found in 158 contracts.

In other areas, 106 contracts state that employees may not engage in any outside work or activity that embarrasses the company or exploits the employee's position with the newspaper.

Twenty-six contracts call for a safety committee on video display terminals.

Copies of the report have been distributed to ANPA members on the contract summary mailing list. Other members may obtain one by contacting the department at The Newspaper Center in Reston. □

California daily appeals order on new contract

The Sacramento Union is appealing to the NLRB an administrative law judge's recommendation that it be ordered to sign a new labor agreement with Typographical Union No. 46.

Judge William L. Schmidt found that the company's negotiator and the union's bargaining team had reached agreement July 20, 1983, on a new contract. The agreement was ratified Aug. 18, 1983, by the union's membership. The company contends, however, that it properly withdrew its offer Aug. 11 before the ratification vote.

The new agreement would replace one that expired Dec. 31, 1981. Schmidt also recommended that the company be ordered to reimburse employees for any losses caused by the refusal to "execute" a written agreement.

(Sierra Publishing Co. and Central Valley Typographical Union No. 46, JD-[SF]-139-84) □

Circulation unit 'clarified'

An NLRB official has "clarified" the circulation department bargaining unit represented by The Newspaper Guild at The Morning News and Evening Journal in Wilmington, Del., by excluding district managers.

Acting on a unit clarification petition filed by the company, Francis W. Hoeber, the acting regional director in Philadelphia, found that the 33 district managers are supervisors of employee carriers and thus ineligible for the unit. "The district managers hire, terminate and direct the work of the carriers," he noted.

Hoeber rejected the union's contention that the carriers are independent contractors. The union has asked the labor board to review the decision.

(News Journal Co. and Newspaper Guild of Greater Philadelphia, Case 4-UC-186) □

Suit settled

A lawsuit filed against the owner of the defunct Cleveland Press by 44 former middle-management employees over severance and vacation benefits has been settled out of court.

The amount of the settlement was not officially disclosed, but the Akron (Ohio) Beacon Journal reported it as $369,000 [presstime, Nov. 1983, p. 46]. □

Arbitrator upholds firing for misappropriating funds

The discharge of a circulation department district manager at the Camden (N.J.) Courier-Post for misappropriating $890 of company funds by falsifying three deposit slips has been sustained by an arbitrator.

Local 628 of the International Brotherhood of Teamsters, the district manager's representative, contended that because she had been charged with a crime, the company had the burden of proving its case "beyond a reasonable doubt."

Arbitrator Louis E. Seltzer disagreed, saying that because the dispute arose under a labor agreement, the rules of law pertaining to the criminal justice system were not applicable. "While a discharge is recognized as the ultimate discipline," he said, "the employer's burden is not the same as that of the criminal prosecutor in a court of law."

The company's case was based in part on the test ony of a forensic document analyst who helped convince the arbitrator that the deposit slips had been altered by the grievant. □

Union held not entitled to information

The Olympian of Olympia, Wash., lawfully refused to give a union information on non-bargaining unit employees, an NLRB administrative law judge has ruled.

The case arose from charges filed with the board by Northwest Typographical Union No. 99. At issue was whether the newspaper had violated the Taft-Hartley Act by refusing to give the union the names, addresses, dates of employment, wage rates and fringe benefits provided unrepresented advertising department employees doing paste-up work formerly done by composing room employees represented by the union.

Judge Gerald A. Wacknov ruled that the union had not shown the information was relevant to a "legitimate" union need, and he dismissed the complaint against the company.

(Federated Publications Inc. and Typographical Union No. 99, JD-[SF]-189-84) □

Referral case settled

The San Francisco Newspaper Agency and the union representing its mailers have signed a settlement calling for the union to furnish the company with information about its job-referral system.

The company, which handles non-editorial matters for the San Francisco Chronicle and the San Francisco Examiner, had filed charges with the NLRB in an effort to obtain the information from San Francisco-Oakland Mailers Union No. 18 [presstime, Sept. 1984, p. 46]. □

Additional arbitration awards

Boston Herald, independent: Louis Shuman ruled that the company did not violate the labor agreement by assigning the society editor to take photographs in addition to writing a column.

Cincinnati Enquirer, Guild: Lee Modjeska upheld the right of the newspaper to switch carriers for employee medical and life insurance plans.

Rocky Mountain News, Denver, ITU: William E. Rentfro ruled that funeral leave pay was properly denied an employee in the absence of a formal service.

Johnstown (Pa.) Tribune-Democrat, ITU: Ira F. Jaffe found that the union does not have exclusive jurisdiction over restarting the production computer.

San Francisco Newspaper Agency, GCIU: Gerald R. McKay converted to a 16-month disciplinary suspension the discharge of a pressman for alleged industrial sabotage.

Tacoma (Wash.) News Tribune, Guild: Timothy D.W. Williams sustained the discharge of a dispatch department driver for poor work performance.

Troy (N.Y.) Times Record, ITU: Irving H. Sabghir ruled that the company did not violate the labor agreement by transferring an employee to the pressroom from the composing room.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

A more conservative NLRB turns labor law in new direction

BY CLAUDIA JAMES

During the past year, the National Labor Relations Board has demonstrated a conservative bent by reversing its policy on a number of key labor issues.

The board has eased an employer's obligation to bargain over relocation of work, expanded the instances in which it will defer to arbitration, ceased to issue bargaining orders in the absence of proof of majority status and ruled against unions in a number of union governance issues.

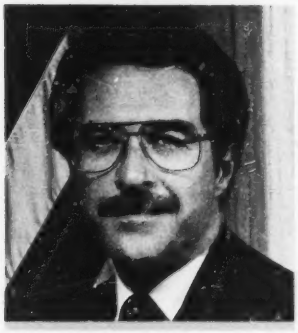
A recent House Education and Labor Subcommittee report found that all of the reversals have favored management, and that the current NLRB is two-thirds more likely to dismiss an unfair labor practice charge against employers as previous boards in the last two administrations, Democratic or Republican.

In large measure, these reversals are a result of the new composition of the board, and the prospect is that the current conservative line-up will be even stronger in the near future.

Donald L. Dotson

Robert P. Hunter

Patricia Diaz Dennis



Don A. Zimmerman

Chairman Donald L. Dotson and member Robert P. Hunter, both Republicans appointed by Reagan, and Patricia Diaz Dennis, a Democrat, comprise the 3-1 majority in a number of cases. Don A. Zimmerman, a Carter appointee, has been the vociferous dissenter in several of these key cases, but he will leave the board Dec. 16 [presstime, Sept. 1984, p. 45]. The fifth and final seat on the board has been vacant since August 1983. Thus, Reagan has two appointments to make and because the NLRB is the only regulatory agency not required to maintain a 3 to 2 party split among its members, Reagan could fill both seats with Republicans.

While the Democratic-controlled House and unions have been highly critical of recent NLRB decisions, management across the country has generally been pleased with the board's policy changes.

The NLRB ruled 3-1 in May that majority support must be demonstrated before it will issue a remedial bargaining order (*Gourmet Foods Inc. and Warehouse Employees of St. Paul, Minn., Local Union No. 503, IBT*). It found that the employer had committed numerous unfair labor practices during a five-month election campaign against the Teamsters, including discriminatory discharge and disciplining of employees.

However, because the union had not demonstrated majority support, it refused to issue a bargaining order, reversing its 1982 decision in *Conair Corp.* In that case, the U.S. Court of Appeals, District of Columbia Circuit, taking a position contrary to that of the 3rd Circuit, refused to enforce the NLRB's bargaining order. The U.S. Supreme Court refused to review the *Conair* decision.

In June, the NLRB ruled—3-1 again—that a union may not restrict a member's right to resign. It found that a union local committed an unfair labor practice by imposing a $2,250 fine on a union member who resigned and returned to work during a strike. The NLRB's decision overruled a 1982 case in which a divided board had held that during a strike a union could require members to give 30 days' notice before resigning and returning to work [presstime, Sept. 1984, p. 48].

Also in June, in a case involving a newspaper company, the NLRB ruled that the International Typographical Union violated sections of the Taft-Hartley Act by threatening intra-union charges against and refusing to accept the resignations of four union members at the New Haven (Conn.) Register (*International Typographical Union v. Register Publishing Co.*). The NLRB thus overruled an earlier decision involving another printing union.

The four Register employees had sought to resign after they had been either promoted to supervisory positions or transferred to jobs outside the jurisdiction of the union. The ITU bylaws provided a member could not resign without consent of the local union, and the local union had rejected the resignations [presstime, Aug. 1984, p. 51].

The board reached a similar conclusion against The Newspaper Guild in two recent cases involving resignations at the New York Daily News and The New York Times. (See story, p. 51.)

In addition, the NLRB this year changed its policy on whether an employer may relocate part of its operation without union consent. Section 8(d) of the Taft-Hartley Act requires an employer to bargain in good faith with a union on wages, hours and other terms and conditions of employment.

In *Milwaukee Spring Division of Illinois Coal Co.* the NLRB—reversing a 1982 decision—held 3-1 that relocation of work does not constitute a contract modification in violation of Section 8(d) unless

James is counsel in the ANPA Legal Department.

it can be shown that relocation modified a specific contractual term.

The union had alleged that the employer committed an unfair labor practice by deciding without union consent to transfer part of its assembly-line operation from its unionized Milwaukee facility to a non-union facility during the term of the contract. The board determined that the employer did not disturb wages and benefits at its Milwaukee facility, and that neither the wage-and-benefit provision nor the recognition clause was modified by the relocation decision.

As a result of the NLRB's ruling in *Milwaukee Spring*, unless there is a specific contractual provision prohibiting the transfer of bargaining unit work, a company may transfer work out of the bargaining unit provided it bargains in good faith to an impasse and the company is not motivated by anti-union animus.

Other areas. Employer rules on union membership solicitation is another area in which the NLRB has revised former policies.

In *Our Way Inc. and International Brotherhood of Firemen and Oilers*, the NLRB, on another 3-1 vote returned to a 1974 policy. The board held that no-solicitation rules that prohibit soliciting during an employee's *working time* are presumptively lawful, whereas rules flatly prohibiting solicitation and distribution during *all company work hours* are presumptively unlawful.

The NLRB this year also narrowed the definition of concerted activity, which must be present for an employee to secure protection under federal labor law.

In *Meyers Industries Inc. v. Prill*, the board held that a truck driver's refusal to drive a truck is not protected activity, reversing its decision in *Alleluia Cushion Co.* In *Alleluia*, the NLRB had held that demonstrated group activity was not essential to finding "concerted activity"; rather, the board held that what might be a group concern could be termed concerted activity.

The Supreme Court in a 5-4 decision recently upheld the NLRB's finding of concerted activity in a similar case involving a truck driver discharged for refusing to drive a truck he believed to be unsafe because of faulty brakes (*City Disposal Systems Inc.*). In this case, however, the individual's assertion of a contractually grounded right to safe equipment was the basis for the finding of "concerted activity" [presstime, May 1984, p. 73].

Overruling prior case law, the NLRB Nov. 13 held that filing for unemployment compensation is not "concerted activity," and an employee did not violate by refusing to recall an employee because he filed such a claim.

In the past, most employers, given the option, have generally favored arbitration of a case rather than board consideration of an unfair labor practice charge. Very often if a union member is unsuccessful in grievance arbitration, he will seek redress from the NLRB by filing an unfair labor practice charge. The NLRB has expanded the instances in which it will defer to an arbitrator's award, rather than deciding the issue itself.

Under its holding in *Olin Corporation*, the NLRB said it will view the unfair labor practice as considered by the arbitrator if the contractual issue was factually parallel and the arbitrator was presented "generally with the facts relevant to resolving the unfair labor practice." Previously, the board would not defer to an arbitration award unless the unfair labor practice issue was presented to and considered by the arbitrator.

The NLRB also has revived a policy abandoned in 1972 of deferring to arbitration cases involving employer threats, discipline and discharge actions.

The board is revisiting a number of its policies relating to the so-called Weingarten rule. In 1975, the Supreme Court upheld the NLRB's policy of requiring an employer to allow a union representative in any investigatory interview of a union member. The NLRB later extended those rights to non-union employees.

The NLRB recently held that an employer has no obligation to provide a union representative at an investigatory interview without a request by the employee. Additionally, the board is reconsidering the application of the Weingarten rule to non-union employees.

Also, in recent cases on bargaining to an impasse, employer interrogation of active union supporters and replacement of sympathy strikers, the NLRB has issued decisions viewed favorably by employers.

While unions are upset by the recent rash of board decisions that they perceive as "anti-union," their prospects for legislative relief are slim. A campaign to expand the scope of the act was last attempted by the unions in 1977. Given the mood of the country and the Republican-controlled Senate, labor legislation seems highly unlikely in the near term. □

Two newspaper cases stuck in NLRB backlog

According to a report issued recently by a subcommittee of the House Government Operations Committee, the NLRB currently has a three-year backlog in issuing decisons.

The report found that one of the basic causes of the delay is high turnover. It faulted the Reagan administration for failing to fill the current vacancy that has existed for 15 months.

At a hearing before that subcommittee, NLRB Chairman Donald L. Dotson stated that more than 20 labor cases are deadlocked 2-2, and no decisions will be forthcoming until appointment of a fifth member.

Among the cases caught in the log jam are two involving newspapers.

One, concerning The Mercury of Pottstown, Pa., and The Newspaper Guild of Greater Philadelphia, raises First Amendment issues. The case has been pending before he NLRB for more than four years. In it, the board recognized the newspaper's right to establish a code of ethics but required bargaining on the penalties to be imposed for violation of the code. On appeal, the U.S. Court of Appeals, District of Columbia Circuit, remanded the case to the NLRB for further consideration in light of the First Amendment questions [presstime, Oct. 1980, p. 41].

The other newspaper case, which also has been before the NLRB for several years, involves the question of whether a newspaper can sue an employee for libel without committing an unfair labor practice. The case involves the Phoenix newspapers and The Newspaper Guild. An expeditious decision had been expected after the U.S. Supreme Court, in a very similar case (*NLRB v. Bill Johnson*), set forth a test for determining whether a libel action runs afoul of the National Labor Relations Act.

ANPA program charts trends in quality of newsprint

To most people, newsprint may look and feel the same as it did years ago.

But there have been significant changes in the stock on which newspapers turn out their daily and weekly products.

Specialists of the ANPA Newsprint Quality Program have been tracking these advances and occasional setbacks for more than a quarter-century.

Doris Kleintop, ANPA supervisor/materials testing services, says one of the biggest differences is in the basis weight of newsprint, which has dropped from 52.1 grams per square meter (32 pounds) to 48.8 grams per square meter (30 pounds).

"There is a slowly increasing trend to even lower weights," she says, noting that 15 percent of the samples arriving at ANPA now have basis weights below 48.5 grams per square meter.

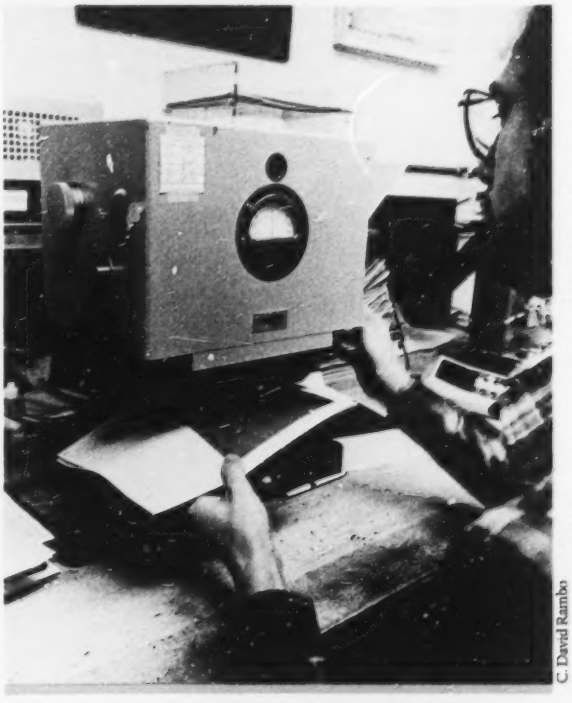
According to Kleintop, other noteworthy developments include:

• Advances in mill technology over the last five years that have led to increases in the average moisture content of newsprint from 7 to 7.7 percent. This enhances runability on the press.

• Changes in newsprint manufacture, particularly the shift to twin-wire machines. Newsprint made by the twin-wire process does not have the "felt and wire" sides that determined one side of the web from the other. Newsprint is now arbitrarily labeled as having "top and bottom" sides. They are virtually indistinguishable.

• An increase in average newsprint brightness, or luminance, over the last three years. Luminance had decreased 12.9 percent from 1965 to 1980. The recent increase was attributed to requests for whiter stocks for printing process color. In the 1965-80 period, the decrease in brightness and corresponding increase in opacity stemmed from increased use of blue dye in paper-making process, ANPA researchers report.

Kleintop says such optical characteristics have replaced basis-weight as one of newspapers' primary interests in newsprint quality.



C. David Rambo

ANPA technician Bruce Gold tests printability.

Another trend, she said, is the move by some newspapers to establish their own in-house newsprint testing programs that may duplicate some of the ANPA lab's functions.

"Faster turn-around time is one of the advantages a newspaper's lab would have over ours," Kleintop says. "Some of the disadvantages would be the expense of setting up the program and training the personnel." The equipment in ANPA's laboratory is valued at over $100,000.

As now constituted, the Newsprint Quality Program tests a variety of newsprint characteristics, including moisture, basis weight, opacity, brightness, strength, thickness, printability, smoothness and color [presstime, Nov. 1979, p. 49].

About 100 ANPA-member newpapers participate in the program. They contribute about 1,600 newsprint samples, each weighing three to six pounds, to The Newspaper Center annually.

Tests of those samples not only provide data on the quality of newsprint individual newspapers receive, but they also yield information on the product quality of specific mills, of paper produced in certain geographic regions and of the newsprint industry as a whole.

Test results are tabulated quarterly in cumulative fashion and sent to participating members and the mills. Each summer, ANPA publishes a special report containing charts of the previous year's results.

The Newsprint Quality Program is open only to ANPA members that can provide samples required to meet the program's mill quota of 12 samples per year for every 100,000 tons of annual mill capacity.

Over the years, the program ceased regular testing for printing hardness, porosity, tensile strength, stretch, show-through, apparent density, ink absorption, ink transfer and formation—the evenness of the laydown of paper fibers.

"We had reached a point in time when we had to decide between continuing with the same number of tests and samples or reducing the number of tests and bringing in more samples," Kleintop says, "and the latter route was chosen."

ANPA established another service in 1965, the Newsprint Testing Service, partly to satisfy needs of all newspapers. On an individual consulting basis, that service will conduct all the tests offered by the quality program, some of the tests that were dropped and some new tests that are not part of the quality program. Fees range from $10 for one test to $75 for the full range of tests.

To keep up with the demand for analyzing data and providing consulting services, Kleintop said the testing service is automating many of its tests and its information handling. The Reston lab is planning to install digital testing equipment to computerize data entry.

While the program has used the Larocque proof-press test to determine the printability of newsprint for letterpress operations, the lab is trying to develop equipment to test the growing number of samples received from newspapers printing by offset. □

For ninth month in a row, consumption is up

Newsprint consumption of all U.S. users increased 9.4 percent in September compared with September 1983, marking the ninth consecutive month of increase compared with 1983 levels.

For the first nine months of 1984, consumption of all U.S. users was up 9.5 percent.

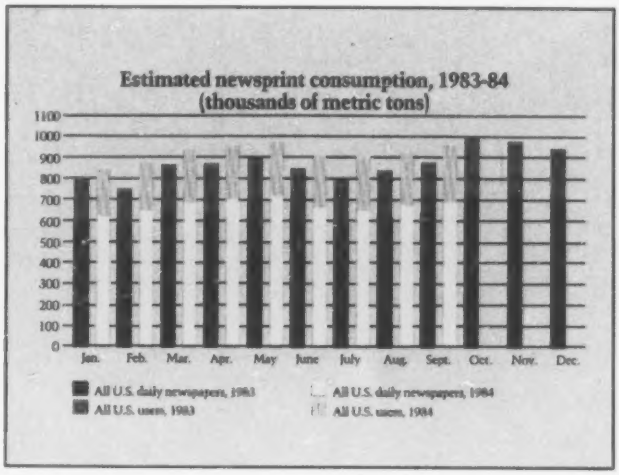
U.S. daily newspapers' consumption increased 5.6 percent in September and 5.9 percent for the first nine months of 1984. There have been nine consecutive months of increase in this category of consumption, too.

At the end of September, newsprint inventories of ANPA-member newspapers in the statistical sample were estimated to be 45 days—four days higher than at the end of September 1983. Stocks of North American mills were down 17.4 percent from the previous year's levels.

The September operating rate for Canadian mills was 92 percent, and for U.S. mills, 91.1 percent.

Shipments from Canadian mills for the first nine months were 8.1-percent higher than those for the same period in 1983. Canadian shipments to the United States increased 11.8 percent. Shipments within Canada were up 9.3 percent.

Domestic shipments from U.S. mills increased 11.3 percent.



Estimated consumption of all U.S. users

	1984	1983	% Change
July totals	912,000(r)	816,000	+11.8(r)
August totals	944,000(r)	847,000	+11.5(r)
September totals	968,000(p)	885,000	+9.4(p)
Nine-month totals	8,377,000(p)	7,649,000	+9.5(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	September 1984(p)	September 1983	% Change
Northeast	170,677	162,162	+5.2
North Central	154,421	143,501	+7.6
South	221,284	210,187	+5.3
West	149,203	142,868	+4.4
Circulation size			
up to 25,000	46,366	50,844	-8.8
25,001-100,000	120,773	117,203	+3.0
Over 100,000	528,446	490,671	+7.7
September totals	695,585	658,718	+5.6
Nine-month totals	6,099,121	5,761,796	+5.9
Region	**August 1984 (r)**	**August 1983**	**% Change**
Northeast	161,763	153,486	+5.4
North Central	147,227	137,718	+6.9
South	219,105	201,676	+8.6
West	154,675	140,177	+10.3
Circulation size			
up to 25,000	47,808	49,768	-3.9
25,001-100,000	122,269	115,018	+6.3
Over 100,000	512,693	468,271	+9.5
August totals	682,770	633,057	+7.9
Eight-month total	5,403,536	5,103,078	+5.9

Production

	Canada	U.S.A.	North America
September 1984	737,355	414,506	1,151,861
September 1983	707,239	377,268	1,084,507
Increase	+30,116	+37,238	+67,354
	+4.3%	+9.9%	+6.2%
Nine months 1984	6,711,162	3,792,200	10,503,362
Nine months 1983	6,288,320	3,495,184	9,783,504
Increase	+422,842	+297,016	+719,858
	+6.7%	+8.5%	+7.4%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1984	954,805	43	8
July 1983	825,638	42	6
August 1984	950,624	43(r)	5(r)
August 1983	848,560	40	6
September 1984	935,105	39(p)	6(p)
September 1983	811,782	36	5
Canadian mills			
September 1984	327,920	--	--
September 1983	357,906	--	--
U.S. mills			
September 1984	66,457	--	--
September 1983	119,467	--	--

Shipments

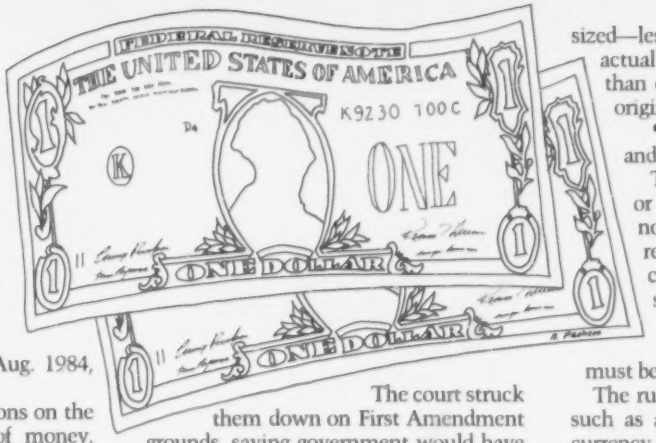
From Canadian mills	U.S.A.	Canada	Export	Total
September 1984	526,330	75,594	132,399	734,323
September 1983	507,355	85,861	144,323	737,539
Nine months 1984	4,894,098	776,081	1,016,046	6,686,225
Nine months 1983	4,375,986	710,173	1,100,914	6,187,073
Increase or	+518,112	+65,908	-84,868	+499,152
decrease	+11.8%	+9.3%	-7.7%	+8.1%
From U.S. mills				
September 1984	388,548	----	20,712	409,260
September 1983	354,186	----	23,775	377,961
Nine months 1984	3,631,463	----	194,986	3,826,449
Nine months 1983	3,262,679	----	202,681	3,465,360
Increase	+368,784	----	-7,695	+361,089
or decrease	+11.3%	----	-3.8%	+10.4%
From North American mills				
September 1984	914,878	75,594	153,111	1,143,583
September 1983	861,541	85,861	168,098	1,115,500
Nine months 1984	8,525,561	776,081	1,211,032	10,512,674
Nine months 1983	7,638,665	710,173	1,303,595	9,652,433
Increase	+886,896	+65,908	-92,563	+860,241
or decrease	+11.6%	+9.3%	-7.1%	+8.9%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Supreme Court decision did not change rules on how money can be illustrated

BY RENE P. BROWN



The U.S. Supreme Court's July 3 decision on counterfeiting laws in *Regan v. Time, Inc.* resulted in much confusion over which illustrations of U.S. currency are legal and which are not.

Essentially, the court did not disturb any part of the law governing physical characteristics of an illustration. Rules on size, color and other factors remain the same [presstime, Aug. 1984, p. 34].

But the court did lift restrictions on the purposes for which pictures of money, stamps, bonds, and other obligations and security of the United States may be published. Those rules said illustrations must be limited to "philatelic, numismatic, educational, historical or newsworthy purposes in articles, books, journals, newspapers, or albums. . . ."

Brown is counsel in the ANPA Legal Department.

The court struck them down on First Amendment grounds, saying government would have to make a judgment based on content of published material to enforce such provisions.

Prior to the decision, enforcement of counterfeiting laws appeared lax and sporadic. Since July, however, enforcement seems to have been stepped up.

Rules on the physical characteristics are:

- Illustrations must be either undersized—less than three-fourths the size of actual currency—or oversized—more than one and one-half the size of the original.
- Illustrations must be in black and white.

This means that advertisements or news artwork, for example, may not use any color to illustrate currency, even if the illustration complies with the size restrictions.

- Negatives and plates used in making the illustrations must be destroyed after publication.

The rules do not apply to artistic work such as a drawing that merely suggests currency but is not actually "in the likeness of" genuine currency.

Perhaps the best guide for determining whether a particular illustration might constitute a violation would be to ask, "If someone were to cut out this picture and give it to me, would I in haste take it, thinking it is genuine currency?" If your answer to this question is yes, then you probably should not publish or print the illustration. □

Register and Tribune Co. to weigh offers

Directors of the Des Moines Register and Tribune Co. will consider Dec. 10 a $112-million offer to buy the firm, company Secretary and General Counsel Barbara M. Mack said. The board also may consider a second offer.

The $112-million bid, which was extended to Dec. 15, was made by an investment group that includes Dow Jones & Co.; two Des Moines Register executives, Michael G. Gartner, president, and Gary G. Gerlach, executive vice president and publisher; Des Moines attorney David Belin; and Richard S. Levitt, vice chairman of Norwest Banco, Minneapolis.

In early November, Gartner and Gerlach were given paid leaves of absence pending resolution of issues raised by the offer. The second offer was reported to have come from Ingersoll Publications of Sharon, Conn., and was said to have exceeded that of Dow Jones. However, there was no official confirmation.

The Cowles family controls the Register and Tribune Co. and the separate, Minneapolis-based Cowles Media. Co. □

INCFO becomes INFE

The Reston, Va.-based Institute of Newspaper Controllers and Finance Officers has a new name—International Newspaper Financial Executives.

The organization moved to The Newspaper Center in 1983. □

Changes in command

The **Newspaper Research Council**, at its semi-annual conference in Des Moines Oct. 21-24, elected the following new officers:

- *President*—Ronald B. Kuzoian, The Boston Globe
- *Vice President*—Gerald T. Silvers, The Cincinnati Enquirer
- *Secretary*—Mark R. Schneider, The Courier-Journal and The Louisville Times
- *Treasurer*—Steven Seraita, Branham Newspaper Sales, New York City □

R. Sterling Trantham

The Roswell (N.M.) Daily Record Oct. 1 became the 12th p.m. paper to go a.m. this year, creating a trick one old dog can't learn. Canine Sam Tucker was used to retrieving Therman Mirrick's Record every evening. Although Sam picks up the paper in the morning, he will not give it up until Mirrick gets home at night.

ANPA Calendar

DECEMBER

Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and the Newspaper Personnel Relations Association
Brown Palace Hotel, Denver, Dec. 3-5

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, Dec. 5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 6-7

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, Dec. 6

Management Skills for Newspaper Promotion Workshop, sponsored by ANPA and the International Newspaper Promotion Association
Back Bay Hilton, Boston, Dec. 10-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 10-14

Single Copy Symposium, sponsored by ANPA, ASNE, APME, ICMA, INPA, International Newspaper Advertising and Marketing Executives, and the Newspaper Research Council
Amfac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Convention Arrangements Committee meeting
Fontainebleau Hotel, Miami Beach, Jan. 9

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Hilton Riverside and Towers, New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

Supervisory Development Workshop, sponsored by ANPA and the Texas Daily Newspaper Association
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and INPA
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, ICMA and NPRA
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

Profiling Newspaper Personnel Management Workshop sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

ANPA

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Letters

Research Council beginnings

The important role of the Newspaper Research Council in the expansion of newspaper research is very well described in the October issue of presstime.

But your account of the origins of the council should be corrected before it is picked up by future historians of journalism.

The council started out in 1960 as the Research Advisory Council to the Bureau of Advertising (now the Newspaper Advertising Bureau) as a forum for us to review our own research plans, as well as to exchange ideas on research problems confronting newspapers generally.

In that pre-jet, low travel budget era, we met around the bureau's conference table whenever a meeting brought a group of researchers to New York, and we met at other sites whenever a modest quorum could be assembled to piggyback on a convention.

The original council included such memorable figures as Pierre Martineau, Sidney Goldish and Alan Donnahoe, as well as currently active researchers like Glenn Roberts and John Mauro. And as today, the discussions continued long after the meetings ended.

Leo Bogart
Executive vice president
and general manager
Newspaper Advertising Bureau
New York, N.Y.

Representing all sizes

I join with the many members of the national newspaper advertising sales organizations in the United States in thanking you for the very positive exposition (presstime, October) of the role our firms play in developing more national advertising for our newspaper clients, most of whom are members of the ANPA.

The whole process of buying and selling newspaper advertising, whether it be general or retail, has become more sophisticated and more complex than ever before. Consequently, we feel the expertise of the nation's newspaper advertising representative firms is contributing greatly to the profitability of American newspapers.

However, I would like to point out a discrepancy in your article that did some disservice to our firm and the newspapers we represent. Reference was made to the fact that Branham Newspaper Sales "specialize in the needs of small papers" and a later quote in the article indicated that "Branham represents primarily small and mid-size papers, as well as a few larger ones." This is not the position we occupy in the advertising industry.

The fact that we represent newspapers published in five of the 10 largest markets in the United States (Boston, New York, Houston, Dallas, Oakland-San Francisco), and that 15 of our newspaper clients have circulations in excess of 100,000, gives us a very well-rounded posture, making our services to the advertisers and agencies quite valuable. . . . To imply less does us great harm.

Donald H. Waddington
President
Branham Newspaper Sales
New York, N.Y.

Sexist cover?

I would like to voice my complaint at your cover photograph of the November issue. Whereas I am sure that no direct sexism was intended, the pose of the people in the photo tends to enforce the traditional stereotype of men dominating women: Notice the man's posture and stance vs. the woman's, who is sitting very properly with head lowered.

My sensitivity to the image of women has often been criticized as over-reacting or triviality, but I feel it is important that we recognize these biases in ourselves and work to change them, especially in the newspaper field, which has so much influence on the general public.

Mary J. Mitchell
Classified advertising manager
The State News
East Lansing, Mich.

Covering the audit bureau

I just had an opportunity to review the November issue of presstime, and want to thank you for your coverage of ABC.

I thought the article on ABC . . . was extremely fair and balanced, and should continue to assist ABC in expanding communications with ANPA membership.

We appreciate the support of ANPA and your excellent cooperation in helping us explain our mission to an important Audit Bureau constituency.

M. David Keil
President and managing director
Audit Bureau of Circulations
Schaumburg, Ill.

ANPA News

First Amendment quotations booklet being updated

ANPA Foundation is collecting new quotations on freedom of speech and of the press, on responsibility in journalism and on relationships between the media and government.

The effort is geared toward updating the booklet "Speaking of a Free Press: A Collection of Notable Quotations about Newspapers and a Free Press." The booklet was published by ANPA Foundation in 1974 and is out of print.

Judith D. Hines, Foundation vice president and director, said her staff is looking for quotations spoken or written since 1974. But older ones not included in the 1974 publication also will be considered.

"The goal," Hines said, "is to preserve those quotations that have met the test of time while adding expressions that seem especially fitting and insightful."

Submissions with exact citations should be sent to the Foundation at The Newspaper Center by February 1985. □

New members

The Newnan Times-Herald

Newnan, Ga. (circulation 12,100). William W. Thomasson, publisher.

DAILY NEWS-SUN

Sun City, Ariz. (circulation 17,985). Edward J. Somers, publisher. □

Fred Jenkin (left) of Royal Zenith Corp. and ANPA's Executive Vice President Jerry W. Friedheim review specifications for the Royal Zenith Linoscan 4050 color scanner donated to the Association. (See story, p. 8.)

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[1]Prices for camera ready copy only

COPLEY NEWS SERVICE

P.O. BOX 190, SAN DIEGO, CA 92112

USA YESTERDAY:

"...were it left to me to decide whether we should have a government without newspapers, or newspapers without government, I should not hesitate a moment to prefer the latter."

Th Jefferson

THE NATION'S NEWSPAPER

VIA SATELLITE

As The Nation's Newspaper, now 5,000,000* readers strong every weekday, we are proud of our record growth and recognize our unique responsibility to all these intelligent, sophisticated readers who make USA TODAY their primary information source day in and day out.

Source: SMRB, 1984

A2350-2

January 1985

presstime

A2350-2

The Journal of the American Newspaper Publishers Association

Forecasting the Next 5 Years

Jeanne Gund
Congressional Inform. Serv.
1522 Essex-West Hwy, Suite 430
Washington, DC
20014

USA YESTERDAY:

"...were it left to me to decide whether we should have a government without newspapers, or newspapers without government, I should not hesitate a moment to prefer the latter."

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THE NATION'S NEWSPAPER

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Source: SMRB, 1984

Madonna and child, 1984.

Two Globe staff members, reporter Colin Nickerson and Pulitzer Prize winning photographer Stan Grossfeld, were the first journalists allowed into the rebel-controlled Tigray Province by the guerillas since the famine in Ethiopia captured world attention. They brought back a grim story which is still being told.

The Boston Globe, a wholly owned subsidary of Affiliated Publications, Inc.

REPORT MORE PROFITS FOR YOUR NEWSPAPER.

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And one of the easiest ways a newspaper can increase profits is by subscribing to Copley News Service's Mini-Packages.

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With top-notch columns organized into packages such as "Entertainment," "Financial" and "Homes & Gardens," Copley News Service Mini-Packages can increase readership for specific sections of your paper.

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presstime

INDEX | VOLUME 7, NUMBER 1 | JANUARY 1985

Special Report *What's ahead for newspapers* 10

in the last half of the 1980s and beyond? That question was asked of 17 newspaper experts, a number of whom also had made predictions for presstime *at the beginning of the decade. Some revised earlier forecasts; others are standing pat; all see challenges ahead. The areas examined and the authors contributing to the mid-decade outlook section are:*

INTRODUCTION: Jerry W. Friedheim	10
AN OVERVIEW: Benjamin M. Compaine	12
TECHNOLOGY: Walter E. Mattson	14
READERSHIP: Leo Bogart	16
CIRCULATION: Vance Caesar	17
MARKETING: Tom Johnson	20
ADVERTISING: Craig C. Standen	21
GOVERNMENT AFFAIRS: George Wilson	22
POSTAL AFFAIRS: W. Terry Maguire	24
WORLD PRESS: Harold W. Andersen	25
TELECOMMUNICATIONS: Kathleen Criner	26
NEWS RESEARCH: Guido H. Stempel III	28
PROMOTION: Paula Markiewicz	29
NEWSPRINT: Joseph F. Prendergast Jr.	30
EMPLOYEE RELATIONS: Keith R. Fuller	32
TRAINING: Frank Quine	33
EDUCATION: Judith D. Hines	34

"Legals" *Public-notice advertising is not a big moneymaker for most newspapers, but it looms large in terms of service to readers.* **5**

Shoppers v. newspapers *An understanding of recent court decisions will help newspapers avoid antitrust problems with total market coverage.* **8**

Analysts' projections *Four leading analysts who monitor the business performance of the media give optimistic views of newspapers' futures.* **36**

Forced buys *Some newspapers are dropping Sunday-only subscriptions in favor of a weekend package. Most subscribers buy the idea.* **40**

Profile: Robert N. Brown *A background in engineering has been a plus in the newspaper publishing career of this Indiana pacesetter.* **42**

Essay: Election coverage *The Washington Post's David S. Broder tells where and why the press fell short in reporting on the presidential election.* **43**

Great grants *Despite cuts in federal support, fellowships for journalists are growing.* presstime's *annual listing of what is available and how to apply.* **54**

Newspapers at mid-decade, p. 10
(Cover photo by M. C. Valada.)

Legal advertising, p. 5

Forced buys, p. 40

Advertising	51	Employee relations	62	'Shoe'	53
ANPA calendar	67	Government affairs	44	Speeches	65
ANPA news	68	News-editorial	52	Technology	60
Books	47	Newspaper business	66	Telecommunications	49
Chairman's corner	4	Newsprint	57	Transportation	51
Circulation	50	Postal affairs	48	World press	47

CHAIRMAN'S CORNER

Mutual's libel insurance program has earned newspapers' support

Most ANPA members are well aware of the potentially negative results that can stem from libel and other related lawsuits. The increasing caseload, escalating defense costs and what appears sometimes to be an "anti-press" environment have created a climate of uncertainty that could undermine our free press and expose publishers to crippling financial losses.

The need for effective libel insurance never has been clearer.

Most of us can remember when the insurance packages being offered newspapers left much to be desired. In fact, it wasn't until 1963, when Mutual Insurance Co. Ltd. entered the libel field, that we had the type of insurance protection we sought. At the suggestion of ANPA members, MIC began offering broader coverage than was then available in the regular commercial market.

Richard J. V. Johnson

MIC's entry into this field was followed by marked improvements in the commercial markets so that all newspapers—whether or not insured by MIC—benefited from this willingness to provide broad-coverage, reasonably priced, libel insurance for ANPA-member newspapers.

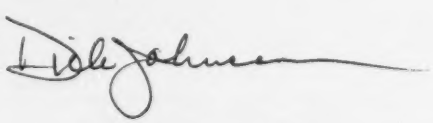
The MIC program left control of the disposition of claims substantially in the hands of publishers. And it placed overall administration in the hands of people well-informed about the needs of a free press and totally committed to the newspaper business.

Over the years, the Newspaper Insurance Advisory Group, a free-standing organization of newspaper people, has worked quietly and effectively to assist MIC on behalf of the more than 700 newspapers participating in the libel program.

Under policies issued during the past 12 years alone, MIC has paid losses of nearly $33 million with more than 2,000 reported cases still open. Defense costs accounted for nearly 80 percent of the losses paid.

As a result, MIC's management recently was obliged to increase the price of this insurance and to provide for a greater participation by insureds in the payment of defense costs. Some of you may find these changes burdensome, and others may feel it necessary to seek less-broad coverage from other sources at a lower cost. However, MIC is committed to continue the broad-coverage libel insurance program developed at the request of and for ANPA members.

I urge the membership to continue participation in the program. Mutual Insurance was there when no one else was; it is constantly evolving its coverage and enhancing its administration; and it will be there at fair rates in the future, I believe. But it's up to us to help assure that.



Richard J. V. Johnson
Chairman and President

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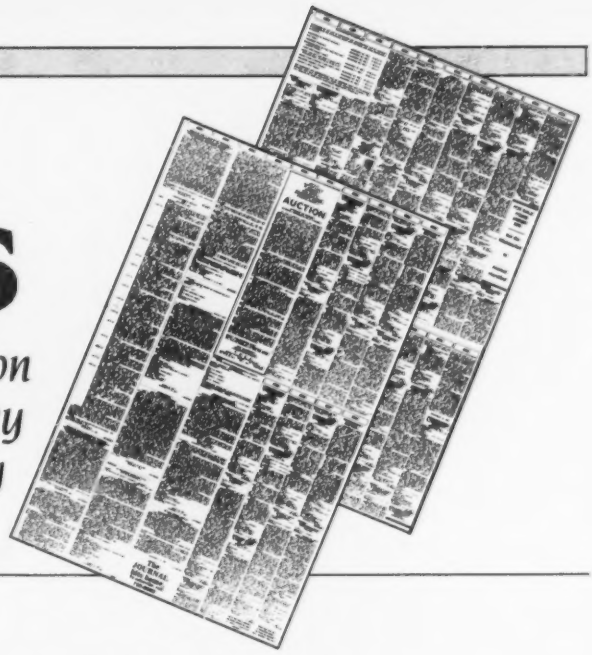
Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

Legal Ads

"Legals" mean income and information for newspapers and their readers. They also can be a source of strife, especially if politicians want to cut them.



BY MARGARET GENOVESE
presstime staff writer

Here is an election story with a different twist. In North Dakota's 53 counties, newspapers every four years are "candidates" in a public vote to decide which will be "official" newspapers to carry legal advertising.

Eugene G. Carr, executive vice president of the North Dakota Newspaper Association, says the contests—held in nonpresidential election years—sometimes result in newspapers' running their own "vote-for-me" ads.

North Dakota is the only state known to hold such elections. But the situation there illustrates the lengths to which some newspapers must go to be the repository of official notices about such things as municipal elections, estate settlements and upcoming public hearings.

Besides serving as a source of revenue, legal advertising enhances a paper's reputation as a comprehensive source of information.

"Legals" also have a steady readership. J. LeRoy Yorgason, executive secretary/manager of the Wisconsin Newspaper Association, likens legal ads to newspaper crossword puzzles. "Not everybody reads them, but they are there for the people who really want them."

In addition to competing among themselves, newspapers frequently must battle public officials who want to reduce or eliminate legal advertising.

And some critics charge that newspapers generally do not fight hard enough in that arena. One reason may be that some state laws dictate rates for legal ads, and newspapers can actually lose money publishing them.

Long history. Legals—also sometimes called "public notices"—have their roots in antiquity. By one account, they date back to shortly after the invention of paper in China and the Peking Gazette. Another says they are as old as the first English-language paper, the Oxford Gazette, established in England in 1665 to transmit orders of the king to his court.

Today, legal advertising essentially consists of ads that must be placed pursuant to law or court order. Governmental bodies at all levels and even private parties have to comply with legal advertising requirements.

There are no statistics kept on the volume of legal ads placed in U.S. newspapers. The Newspaper Advertising Bureau, which tracks ad expenditures in dailies, lumps legals in a miscellaneous category under classified advertising.

However, the amount surely is "many millions," estimates Robert E. Work, publisher of The Los Angeles Daily Journal, a newspaper that emphasizes court and business news and that runs a high volume of legals. Expenditures total about $20 million in California alone, Work believes.

According to the Inland Daily Press Association's annual study of newspapers' costs and revenues, legal advertising is not a major source of dailies' income. The study combines legal advertising with "reader" classifieds, those placed by individuals rather than businesses. In the 1983 study, this category accounted for only .5 percent of total revenue for dailies with circulations of more than 100,000. For the smallest circulation group—3,400 to 6,000 circulation—it was 2.5 percent.

For weeklies, however, it is higher. William F. Childress, executive secretary of the West Virginia Press Association, recently polled half a dozen small-to medium-sized weeklies in that state and found that legal ads contributed up to 8.1 percent of total revenues.

Some newspapers receive even more than that. About 25 percent of revenue of the Greene County (Ala.) Democrat, a 2,000-circulation weekly, is derived from legals. And many of the court and commercial newspapers in metropolitan areas, such as The Los Angeles Daily Journal, rely heavily on legal advertising.

Threat to legals. Despite the fact that legals generally are not a big money-maker, newspaper associations are sensitive to government efforts to reduce legal-ad expenditures. "Governments and their organizations are becoming more and more active" in this area, says David R. West, executive director of the Illinois Press Association.

Public officials usually cite budgetary reasons for curbing the column inches. Some observers are skeptical, however.

"That's the excuse they use. We say it's a cover-up," says Ben Blackstock, executive vice president of the Oklahoma Press Association. His organization recently complained to the state auditor when it discovered some county governments were summarizing expenditures in their monthly published financial reports.

Some newspaper associations have responded to officials' economics-based rationale by pointing out that legal-ad expenditures are miniscule in relation to total government expenditures. They also contend that legals contain valuable public information.

The New Jersey Press Association, arguing against a bill to allow summaries of municipal ordinances, emphasized the negative public-information implications. "Ordinances are complicated things," and the proposed new format "just doesn't tell

you enough," says NJPA General Manager Edwin Tucker, himself a former mayor.

The association also contended that under the bill, some bureaucrat would be responsible for "interpreting" ordinances. The measure is pending in a committee in the New Jersey Legislature.

Some governments have alleged low readership in support of cutting back their legal ads. But there is an arsenal of statistics to counteract that claim.

The Minnesota Newspaper Association compiled results of about a half dozen different readership studies which show legals are read at least occasionally by high percentages of readers.

A study MNA commissioned in 1981 found that among five categories of legals, city council and school board minutes ranked highest in readership, scoring 67 percent among readers in non-metropolitan areas.

MNA also found readership for all legals was higher in non-metropolitan areas than in the state as a whole.

The association presented these and other data to the state legislature in debate on a comprehensive public notice reform bill that was enacted last year. The 55-page measure, drafted by MNA, was designed primarily to bring more uniformity and clarity to the hodgepodge of laws dealing with public notice.

According to MNA Manager Linda I. Falkman, the bill was a major initiative by her organization. "There is not much sex appeal in a public notice reform bill," she says. "It was a big effort for us."

Despite such efforts, Work of The Los Angeles Daily Journal questions whether the newspaper business is doing all it can to combat legal-ad erosion. He says newspapers are becoming "so wrapped up in the big bucks, bottom line, total market coverage, inserts and supermarket advertising that they don't get very excited about abdicating the role of reporter of official information."

For instance, he charges that the Star-News of Pasadena, Calif.—fearing image problems by advocating something that would benefit it financially—did "very little" to stir opposition to a legal-ad-related question on the November ballot. The question, Proposition CC, was whether the city charter should be changed to allow summaries of ordinances instead of full texts. The measure passed.

Richard E. Marshall, advertising manager of the Star-News, denies Work's charge. He says his newspaper—which gets only about $6,000 a year from city-placed legal notices—"took a strong position" to preserve full-text publication. Newspaper officials testified before the city council early in the formulation of the proposal, Marshall says, and the newspaper editorialized against Proposition CC.

"I'm not sure what else Mr. Work would have us do," Marshall says.

Work also charges that newspapers "sat on their hands" several years ago when California stopped using papers in the state's three largest cities to post regulations promulgated by state administrative bodies and started running them instead in a state-government register with circulation of 250.

Qualifying to carry legals. For some papers, the question of preserving legal-ad volume is moot because they are not officially recognized as newspapers for purposes of running the notices.

Qualifications vary among states. Basically, legislatures establish tests to ensure that legal advertisements will appear in publications that have permanence and acceptance in their markets, explains West of the Illinois Press Association.

According to West, a majority of states restrict legals to paid-circulation publications, and some require a certain percentage of news content.

In addition, many states require the newspaper to have a second-class postal permit—which in itself demands that a publication meet regulations involving paid circulation and percentage of news content. The second-class permit is a hurdle that immediately disqualifies all free-circulation publications except those that meet "requester" provisions of the class. Those provisions, in part, allow some free-circulation newspapers to receive second-class privileges if they show that more than half the recipients of the publication have *requested* it.

But free-circulation publications are attempting to expand the various state definitions to include them. Those efforts, strongly opposed by some state newspaper associations, have been successful in at least two instances.

- In 1977, over objections of the North Carolina Press Association, the state legislature lifted paid-circulation requirements in two North Carolina counties.
- In 1980, the Minnesota Legislature enacted a bill allowing free-circulation newspapers to become eligible to carry legals [presstime, May 1980, p. 41]. The measure was supported by the Minnesota Newspaper Association, which subsequently changed its own rules to allow free-circulation papers to become MNA members. "Free-circulation newspapers (are) serving their communities and are just as good in their journalism as other newspapers," MNA said at the time. "If we're trying to get legals to the people they're to serve, we feel such a move is justified."

Questions on eligibility also have landed in court. Gulf Coast Media

Smith (left), discusses legals with Melvin A. Harkavy of Scripps-Howard's Southern California Publishing Co.

Inc., a group of four non-daily newspapers in Baldwin County, Ala., recently took Mobile Press Register Inc. to court, challenging the eligibility of the Baldwin People, a weekly insert in the Mobile Register (morning) and the Mobile Press (afternoon), to carry Baldwin County legals. A Baldwin County Circuit Court judge held that the dailies' Baldwin edition meets the requirements in state law for carrying legals in that county. Gulf Coast Media has appealed the decision to the Alabama Supreme Court.

Best bulletin board. Sometimes, despite all the measures to ensure that legals efficiently reach the public, the ads still do not get maximum exposure. Michael D. Smith, general manager of an ad rep firm for legals called the California Newspaper Service Bureau, says people who place the ads frequently "pick a newspaper that is conveniently located to them rather than pick a newspaper that reaches the people that are affected by the content of the notice."

The bureau was established 50 years ago by a group of California publishers to help legal advertisers select the best newspaper for their ads. It now represents 115 daily and weekly papers in the state.

The organization also has been active in advocating improvement of the appearance of legal ads, an undertaking Smith believes is needed for many public notices. He says his suggestions for better display have met with little success, although the bureau was instrumental in having the California Transit Authority include maps in ads announcing public hearings on highway routes.

One reason advertisers balk at improving the look of their messages, according to Smith, is because they do not want to "stir up a lot of activity" with their legals. There is "little incentive to do a really first-rate job of presenting the message," he says.

The appearance issue was addressed by Minnesota last year when it included in its public notice reform bill authority for local governments to use display ads and graphics such as pie charts for their legals.

Minnesota Jan. 1 became the latest addition to what press association managers say is a growing list of states, 32 currently, that allow newspapers to set their own rates for legal advertising.

Before this year, Minnesota's legislatively set legal-ad rate was 27 cents a line, well below many newspapers' regular rates. Consequently, says MNA Manager Falkman, several large newspapers in the state "don't even carry legals because they would lose so much money on it."

The new Minnesota law will allow newspapers eventually to impose their lowest rates charged commercial classified advertisers. To cushion the blow to governments, newspapers will be limited to increases of 10 percent annually, beginning this year, until the rate reaches the commercial level.

At any rate, legal advertising is a commodity that newspapers need to fight to retain and increase, say its advocates.

"It's the responsibility of the newspaper to deliver that kind of information to the reader. When it ceases to do that, it loses part of its reason to exist," says Los Angeles' Work.

"Legal advertising is not patronage or political pap," Work adds. "It's no gravy train." □

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Antitrust Actions

At least 15 lawsuits in the last few years have focused on newspapers' total-market-coverage products

BY GEORGE FREEMAN

The scenario has become commonplace: An advertiser threatens a newspaper publisher that unless the paper can distribute the advertiser's message to all households within an area, the advertiser will find an alternative—most likely, shared mail or the local shopper.

The publisher, wary of competition from the shopper, uses the advertiser's request as a catalyst to develop an addition to his newspaper designed to keep the advertiser from defecting to the shopper. That addition is a total-market-coverage product.

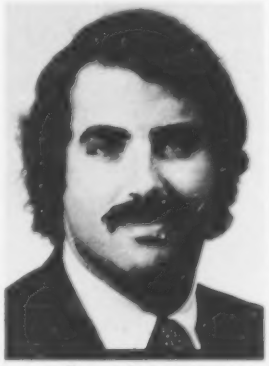
Because added costs for this additional distribution will be quite low, the publisher charges little for space (or inserts), offering bargain add-on rates to clients already advertising in the daily.

The shopper finds competition tougher than it used to be. It is at about this time that the shopper realizes that its biggest asset may be an antitrust lawsuit against the publisher.

The central issue in such a lawsuit—and there have been at least 15 filed within the last few years—is whether the publisher began his TMC product for legitimate business reasons or for the purpose of hurting, or even destroying, the competitive shopper.

Our free-enterprise system allows aggressive business competition, but if the newspaper publisher's competitive urge is motivated by an overzealous instinct to help himself by hurting others, it may well be viewed by a court as anti-competitive and a violation of federal and state antitrust laws. Such conduct is said to have a predatory purpose: destroying competition.

Differences between these two competitive modes are, of course, difficult to identify. Yet the outcome of an ensuing lawsuit will depend on the court's conclusion about which purpose the publisher had. To make that difficult and often unfathomable distinction, the judicial process sanctions discovery into a huge volume of the newspaper publisher's files and testimony of a long roster of the publisher's employees—all at an exorbitant cost of both time and money.



George Freeman

How, then, should newspapers guard against such adverse consequences? How can they come to understand the distinctions made by courts in determining whether the publisher runs afoul of the antitrust laws?

Generally, the court will examine the newspaper publisher's behavior in two ways. One is by means of traditional economic theory. The problem with this approach is that typical antitrust analysis does not easily fit the fact situations presented by TMC products.

In the absence of clear answers on these issues, courts and juries often fall back on a second way to judge: an impressionistic reaction to the evidence to decide which party is the good guy and which the bad.

The difficulty in applying traditional economic theory is apparent even in trying to determine a proper market definition. What is the market in which a TMC product operates? Does it include only print advertising or all sorts of other media such as television, radio, billboards, yellow pages and even shared mail?

Equally elusive in these cases is the fundamental question of defining the product to be analyzed. Traditional antitrust analysis says that a monopolist whose costs exceed revenues from a given product is probably guilty of predatory behavior. But is the product in a TMC case only the extra copies distributed to non-subscribers, or is it the entire publication going to subscribers and non-subscribers on a daily (or weekly) basis?

If courts hold that TMC coverage should be looked at separately, it will be harder for newspapers to prove that the product is profitable.

Finally, what costs should be analyzed to determine whether the product is being sold below cost?

Recent economic theory suggests that the "true" cost of a TMC product is marginal cost—that is, the incremental cost of producing the extra copies. However, some courts seem to think that average total costs, including a proportionate share of overhead expenses, are the proper test of whether the monopolist publisher is profitable or predatory.

Of course, if the market in question is considered by the court to include non-print entities, newspapers generally won't be found monopolists and, therefore, will not be subject to a cost test.

Currently, there are no final answers to these questions, but recent court decisions are quite promising. They tend to show that courts are growing increasingly familiar with the wide variety of competition facing newspapers. The decisions are taking into consideration the practical concerns of the newspaper publisher's marketplace: the needs of readers and advertisers.

Advantage Publications v. *The Daily Press, Inc.* is, at age one year, the granddaddy of TMC lawsuits. (See story, next page.) As is common in these cases, the first test for the Newport News, Va., newspaper company was the plaintiff shopper's motion for a preliminary injunction against TMC efforts. The court preliminarily enjoined distribution of The Daily Press's TMC, finding that the publisher not only intended to drive the shopper out of business but had succeeded.

The court rejected marginal-cost analysis and held that the TMC was priced below its allocated share of the publisher's total costs. Evidence of inflammatory remarks by Daily Press sales personnel and rebates given by The Daily Press to advertisers who had advertised with the news-

Freeman is an attorney of The New York Times Co.

paper's shopper helped convince the court that The Daily Press meant to drive the shopper out of the market.

Later, after trial, a jury found The Daily Press liable for attempted monopolization. However, because of incomplete proof of damages, the plaintiff was awarded only $3 ($1 trebled).

More recent decisions provide more guidance and more promise for newspapers. In *Yuba City Herald Publishing Co., Inc.* v. *Freedom Newspapers, Inc.*, a court denied the plaintiff shopper's motion for a preliminary injunction after finding that advertising in defendant's newspaper and extra shopper were two segments of a single product.

In *Sales and Advertising Promotion, Inc.*, v. *Donrey, Inc.*, the court's decision favorable to the defendant newspaper hinged on its definition of an "ill-defined submarket consisting of local newspaper display advertising, local radio, billboards, zone direct mail, etc." According to the court, the plaintiff shopper's failure to prove that the defendant monopolized any relevant market made it unnecessary for the court to determine whether the defendant's harsh rhetoric towards the shopper and its pricing were predatory.

The court in *Donrey* noted incidentally that the defendant's $1 pick-up advertising rate for its TMC product seemed reasonable because the cost of publishing a pick-up ad "is in the truest sense of the word 'incremental.' " Following this marginal cost analysis, the court concluded that the cost of publishing pick-up ads did not exceed revenue.

The court also found that Donrey's TMC program "required no new capital expenditure and no increase in staff" and "was a normal competitive response to plaintiff's TMC shopper publication." The court noted that 75 percent of newspapers in the United States have free-distribution papers, or TMC programs, to compete with shoppers and provide market saturation. This favorable decision is particularly noteworthy in light of numerous memos submitted in evidence that made clear Donrey's hopes to cripple the competitive shopper.

Finally, in *RFD Publications, Inc.* v. *Oregonian Publishing Co.*, TMC advertising was held not to be a separate product from advertising distributed to the newspaper's subscribers. The court was persuaded that the only thing distinguishing the Oregonian's TMC product "Foodday" from the daily newspaper was " 'additional penetration'—the inclusion of non-subscribers among the readers." The court concluded that "Foodday" was not a product to be analyzed alone.

If these decisions are an indication that courts will continue to consider the profitability of the newspaper TMC product as a whole, shoppers will have a very difficult time proving predatory pricing, even if they succeed in showing that the publisher was dominant in the relevant market.

Evidence on these economic matters can be quite confusing. Thus, courts and juries, grasping for a handle on which to decide a case, often ignore these analyses in favor of a "good guy-bad guy" judgment.

Economics aside, they ask, why did the newspaper begin a TMC product? Was it to destroy the poor shopper? Or is the shopper simply using the courts instead of the marketplace because it cannot compete successfully?

Juries often find it easier to answer questions like these because the answers may be based on anecdotal evidence rather than complex economic theories. Evidence usually comes from the newspaper publisher's files, internal memos, bonus plans and sales-conference materials.

It cannot be stressed enough that publishers and their employees should write all such materials defensively, with the antitrust laws firmly in mind. A smoking gun can ruin a publisher's case, even if the newspaper's motives were legitimately competitive. □

Two recent cases in point

Here are two recent manifestations of the surge of activity in antitrust litigation involving newspapers:

• One daily newspaper in Little Rock, Ark., sued another for alleged federal and state antitrust violations.

• ANPA joined with two other newspaper associations in filing a friend-of-the-court brief in appeals of the jury verdict in an antitrust suit against The Daily Press Inc. of Newport News, Va.

In the Little Rock case, the Arkansas Gazette charged in a complaint filed Dec. 12 in U.S. District Court that the owners of the Arkansas Democrat engaged in an attempt to monopolize the newspaper market there.

The Gazette contended the Democrat's owners have intentionally operated the newspaper at losses—estimated to be $27 million since 1974 when the Democrat was acquired by its current owners—and have subsidized the losses with profits from their other media properties.

It charged the Democrat with selling advertising below costs through a free classified ad program and in its total-market-coverage shopper; with blanketing non-subscribing homes with free copies of the Democrat prior to starting the TMC product; with discrimination in advertising rates; and with making misleading advertising and circulation claims.

And it alleges that from 1975 to at least 1983, a tying arrangement existed in which subscribers to the co-owned Sentinel-Record in Hot Springs, Ark., were required to purchase the Sunday Arkansas Democrat as part of their subscriptions.

Democrat Publisher Walter E. Hussman Jr. said the paper "strongly denies" the allegations. He said the complaints are "basically the same" ones the Gazette took "without success" to the Arkansas attorney general and the Federal Trade Commission [presstime, March 1983, p. 13].

Meanwhile, in their *amici curiae* brief filed in the 4th U.S. Circuit Court of Appeals, ANPA, the Southern Newspaper Publishers Association and the Virginia Press Association took no position on the merits of the appeals in the Newport News case.

Both sides appealed the Dec. 5, 1983, judgment of the U.S. District Court. Daily Press is seeking reversal of the finding of antitrust violations in connection with its TMC shopper program; plaintiff Advantage Publications Inc., which was awarded $1 in damages, is seeking a retrial on the damages issue [presstime, March 1984, p. 31].

The newspaper associations said their purpose in filing the brief was to "assist the court in developing appropriate standards for distinguishing between predation and legitimate, vigorous competition for advertising and readers."

They argued that:

• Prior court decisions should not be used to define the antitrust product market because newspapers' competition for advertising has changed and currently includes the U.S. Postal Service, shoppers, national magazines and broadcasters.

• Newspapers should be able to make product improvements such as TMC programs without antitrust liability.

• TMC programs are not independent products and should not be cost-accounted separately.

They urged the court to render a "narrow decision which will not inhibit newspapers' ability to compete in the changing media marketplace." □

NEWSPAPERS AT MID-DECADE

BY JERRY W. FRIEDHEIM

A retrospective of the past five years and a prospective of the rest of the '80s

In January of 1980, presstime previewed the decade then ahead, offering both observations and optimism. Now, at the decade's midpoint, we dedicate a great deal of this issue to a retrospective of the past five years and a prospective of the rest of the '80s—and what these coming years may, or may not, hold for the newspaper business.

As many of the following articles demonstrate, newspapering is a strong, exciting, innovative business. We continue to develop, adapt and utilize the latest production and communications technologies; and even more effective print-quality and distribution evolutions are edging over the horizon.

We continue to stride forward in our human-resource policies and productivity; and we are making especially concerted efforts to improve minority employment programs.

Our editors and reporters are deeply involved in better understanding and enhancing our credibility with and usefulness to our readers. Our advertising and marketing experts are building on the Standard Advertising Unit system and on total-market-coverage initiatives to give newspaper advertisers more flexible, precise service than ever before.

We have, in fact, accomplished most of the advances we targeted in 1980. Circulation continues to grow; newspaper employment is at its highest point; advertising-revenue increases have averaged more than $1 billion a year; editorial packages are better than ever.

We have met the professional, technical and people challenges of the early-to-mid-'80s, and we have remained nicely competitive in the information-provider marketplace. We have proven our ability to meet fair competition, to fulfill our role in a free society and to stay fiscally sound.

But some of our more formidable challenges for the rest of the '80s aren't necessarily "fair," and aren't from the marketplace, and don't involve people or technology. Such not-quite-equitable challenges usually arise—perhaps inevitably arise—from the judicial, legislative and administrative branches of government, which rather persistently interfere with, shackle and untrack the openness of our society; the robustness of its debate; and the check-and-balancing of government that is demanded of the press by our Constitution.

So, while we continue to surmount our more routine challenges, our later-1980s efforts must be heavily concentrated on restoring a level playing field to the constitutional roles we all fulfill. And what better time for us to focus on this than during the imminent bicentennial anniversaries of both our Constitution and our Bill of Rights!

Fairer market factors within the postal structure can be restored if postal leaders will act promptly on the concerns expressed last month by the Postal Governors, several of whom agree with us that third-class rates are unduly low.

Wiser application of the libel laws can evolve for both the general citizenry and journalists if the society can be helped to realize that huge, punitive awards—and skyrocketing legal costs—are quite susceptible to use by some who seek less a wide-ranging competition of ideas than a

Jerry W. Friedheim

Friedheim is executive vice president and general manager of ANPA, and publisher of presstime.

controlled spoonfeeding of what government and special-interest groups want us to know.

Greater access to all sorts of information—access which is the difference between our society and all others—can come if federal, state and local officials and citizens fight for sunshine laws and err always in America on the side of open meetings and open records.

Fairer economic underpinnings for all we do can be achieved if tax, investment and compensation laws are more simple, more neutral and more tolerant of the wisdom of individuals and businesses to make their own decisions without government "guidance."

However, if we newspaper folks are to champion and to help achieve this greater evenhandedness, we must—in our every contact with everyone—be as fair ourselves as is humanly possible.

Sure, we have a right to be wrong; every American does.

We have an obligation to be outspoken; the Constitution mandates it.

We have a responsibility to battle for freedom of speech and of the press; we are the watchdog and sentinel.

And we have a determination to be accurate and credible; we cannot satisfy our role otherwise.

Color photography in this special section by Alan Tepper of ANPA.

But to do all these things successfully, we must demonstrate the wisdom, and the confidence, to be fair—to become regarded by Americans, if we can, as the most firm but fair of all their free institutions.

It's not anyone else's job to tell us how to do this, or to seek to force us into it, or to punish failure. It's our job to try and to succeed.

This is our most difficult, most necessary, most potentially rewarding challenge as we prepare for the 1990s! □

An overview

BY BENJAMIN M. COMPAINE

The familiar ink-on-paper newspaper is not ready for a "30." But publishers would be arrogant to think they can sit back, complacent that its life is infinite. Lots of copyists in the scriptorium once thought they had lifetime employment.

I agreed to this assignment because in looking over the article I wrote for *presstime* five years ago, I felt a bit smug that today I can stand behind what I wrote. The prognosticators who saw electronic newspapers—videotex—an imminent threat have had to keep moving ahead their predicted date of its arrival. Cable television has made very minor inroads in local advertising revenues.

Readers of this magazine know that not everything is copacetic in the newspaper publishing business. But most of its problems are those that, if not already facing the business five years ago, were still predictable.

Newsprint prices have continued to head north. Shoppers have proliferated like rabbits. Shared mail is growing, and newspaper-distributed inserts, in an attempt to compete, cannibalize the run-of-paper product. Cable continues to get wrapped around the nation, providing more people than ever the excuse to leave on their television sets a reported seven-plus hours daily. These factors combine to influence the price advertisers are willing to pay for access to the daily newspaper. Advertisers have more options than ever, so even the only newspaper in town does not have *carte blanche* to raise ad rates.

Video disc players bombed, but the video cassette recorder/player has become a popular addition to the family television set. Household penetration reached almost 20 percent by the end of 1984, nearly doubling in one year. Microcomputers, increasingly with modems, are in the homes of many of the most loyal newspaper readers. These readers are also buying millions of copies of computer magazines. All this takes away from the time consumers have available for the daily newspaper—and from the disposable income for purchasing papers. Still, at 25 cents, or even twice that amount, the daily newspaper is a great bargain.

Thus, the problems have not been the expected technology-related ones but the more humdrum ones of good old-fashioned prices and competition.

On the other side of the ledger, some publishers have made the technology work for them. Gannett's USA Today has made a reasonable show of a national newspaper, The New York Times has gone national, and The Wall Street Journal, the pioneer, has continued to expand and prosper. All three have been made possible by communications satellites and their ability to shrink distances, providing speed and saving energy for publishers.

Five years ago I wrote that competition might come from unexpected sources. The newspaper industry was subsequently surprised by at least one potential competitor—AT&T. A crash course in congressional lobbying helped keep AT&T out of electronic publishing, including classified ads, for at least seven years. Still, this should be considered a harbinger of competition from non-traditional sources.

LOOKING AHEAD. What of the next five years? As we have learned, technology casts a long shadow. There is quite a gap between the existence of some technology and its widespread adoption.

The printing press itself is a good example. The Gutenberg press had limited mass impact until it was married with the steam engine centuries later. And the economics of a mass-circulation newspaper was in large measure made possible by the development of cheap paper based on pulp, instead of more expensive rags.

Yet having confidently reiterated that the familiar ink-on-paper newspaper is not ready for a "30," publishers would be arrogant to think they can sit back, complacent that its life is infinite. Lots of copyists in the scriptorium once thought they had lifetime employment.

Clearly, the newspaper business has been losing its market position for decades; the evidence is overwhelming. Advertising market share has edged down. Declining circulation per household shows no sign of leveling off. The result has been consolidation of dailies, such that the survivors can still make a dollar, but the graveyard is filled with those who have passed on. In the last five years alone, such erstwhile stalwarts as The Bulletin of Philadelphia, The Washington Star and the Buffalo Courier-Express joined the missing in action, while many others have merged with siblings.

Electronic distribution of the newspaper's content has been slow to develop. Although Knight-Ridder admits to struggling with its Viewtron videotex service, the trends support a role for something that will bear a resemblance to Viewtron in the foreseeable future. To wit: While the cost of the raw material of newspapers continues to increase, the cost of computer memory and telecommunications hardware continues to decrease. In 1980, a serious personal computer, with a video monitor and 300-baud modem, sold for about $2,500. In 1985, a similar configuration can be had for less than $700.

With the base of PCs created by this price decline, Dow Jones, with its News/Retrieval database, seems to be finding a market which, like The Wall Street Journal, is somewhere between a specialized business service and a consumer mass-market service. The lesson is that if consumers have a computer that they bought to do other things, the incremental cost to them of getting access to electronic information is relatively low.

Therefore, publishers should be watching for two further trends. One is the price of faster 1,200-baud modems. The second is the development of inexpensive add-ons for PCs or television sets that would give them color graphics compatible with videotex standards. Indications are that both will be available and affordable by a mass market by the end of the decade, making the hardware end of videotex less of a barrier.

Other forces and trends that matter to electronic distribution of content include:

• *The continued miniaturization of personal computers.* The old standby that paper was portable and computers "couldn't be taken on the train" vanished with the Radio Shack TRS 80 Model 100 that so many reporters carry around today. Data General has started marketing a truly portable computer with a full 80-character-by-25-line screen. Think of what the implications might be of an inexpensive "read only" version of this machine.

• *Interest and ability of the local telephone companies to install local area data transport systems.* These would make cheap, reliable data transmission possible to households without the necessity of tying up the regular telephone line or installing a second one. The technology exists, but the phone companies aren't sure that a market does, and they are hesitant to make the necessary capital investment, especially because of uncertainties of how the regulators would let them price the service.

• *The "new literacy" of today's youth.* Their parents grew up with television and are one reason why they claim in surveys to get most of their news and information from the tube. They also get much of their diversion from that medium. Publishers of general books have been saved as much as anything by the cheap paperback.

But today's 10-year-olds are growing up not just with the passive tube but with the interactive tube. The television screen, or something that looks like it, is used for entertainment—video games—and in the workplace and school increasingly for information retrieval and manipulation. By the time today's kids reach their maturity, they should be as comfortable with a keyboard and VDT as previous generations have been with the printed page.

With advances in screen resolution and computer-storage media, it is conceivable that having the newspaper published on a computer-readable medium will be a culturally acceptable format sometime in the next decade. That is, presuming that the technology and the economics come together, publishers cannot count on any infatuation with the paper format to keep customers buying their manufactured product. Printing and paper are an artifact.

HOW TO RESPOND. What to do? Nothing drastic.

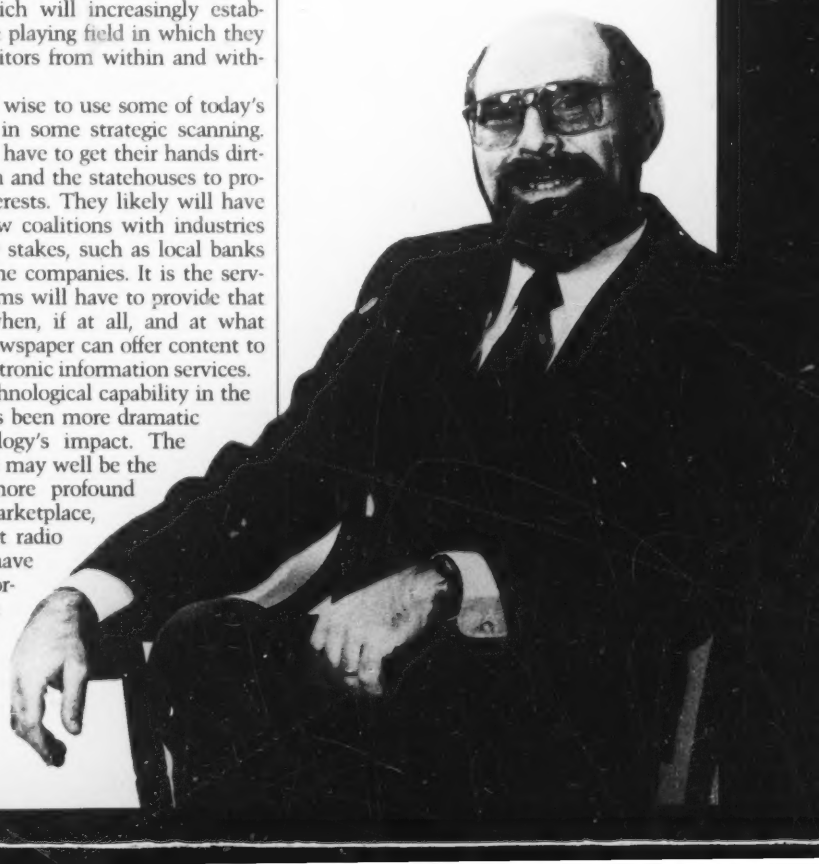
Free-circulation papers and postal rates will have a greater short-term impact than a "new literacy." But the newspaper industry today is a survivor of the forces that have killed off in-city daily paper competition.

Newspapers should be keeping up with developments in computer and communications technology. I hope they have learned they have to monitor closely the political and regulatory environment, which will increasingly establish the tilt of the playing field in which they face their competitors from within and without their industry.

They would be wise to use some of today's profits to engage in some strategic scanning. They are going to have to get their hands dirtied in Washington and the statehouses to protect their self interests. They likely will have to forge some new coalitions with industries that share similar stakes, such as local banks and local telephone companies. It is the services that these firms will have to provide that will determine when, if at all, and at what price, the local newspaper can offer content to subscribers to electronic information services.

The pace of technological capability in the past five years has been more dramatic than the technology's impact. The end of this decade may well be the start of some more profound changes in the marketplace, akin to those that radio and television have triggered. The opportunities are there for the taking for those who start now to position themselves. □

Compaine is executive director of the Program of Information Resources Policy at Harvard University, Cambridge, Mass. He is the author or editor of six books, two of which were published in 1984—*Understanding New Media: Trends and Issues in Electronic Distribution of Information*, and *Information Technology and Cultural Change: Toward a New Literacy*.



Technology

One of the amusing curiosities displayed at the entrance to the 1990 ANPA exhibit hall is a blowup of a presstime article written back in 1979 predicting the technology of 1989. Most of the predictions were actually in use by 1983 or '84.

BY WALTER E. MATTSON

Mattson, president and chief operating officer of The New York Times Co., is chairman of the ANPA Technical Committee.

Welcome to the next decade and the 1990 ANPA trade show. Some publishers are trying to figure out why it took decades for their predecessors to agree on a few simple steps that had kept the press alive.

Why, why, *why*, they wonder, did it take so long before there were standard column widths and standard advertising sizes? Why in a satellite era did it take so many years for publishers to work out a system for satellite distribution of advertisements? What delayed quality control over production, so that the same ad, appearing on the same day in papers in Boulder, Boise and Boston, was consistent in its reproduction? What postponed the introduction of standardized rate cards? Why did it take decades before publishers recognized the need for sophisticated market research and audience analysis for their advertisers? Who could have failed to recognize the need for greater market penetration, for more zoning of editions and for what used to be called total market coverage?

"What *really* puzzles me," one of the publishers says, "is this: How come newspapers, which live on advertising, never ran a national campaign of their own against shared or 'Marriage Mail'? We almost went down the drain on that one!"

The publishers shake their heads and resume talking about some of the new products shown by manufacturers and suppliers at that 1990 exposition.

One of the amusing curiosities displayed at the entrance to the exhibit hall in 1990 is a blowup of a presstime article written back in 1979 predicting the technology of 1989. Most of that guy's predictions were actually in use by 1983 or '84. He had talked about VDTs that could be split-screened for fact-checking in electronic morgues by a reporter or editor. Ho-hum. Pagination, satellite ad transmission, classified advertising "set" by the agency and delivered to the paper's computer by phone, strategic employment of voice-recognition computers, an increase in remote plants for zoned editions—most of those were in use in 1984, although pagination wasn't really national until '87 or '88 and wide use of voice recognition computers is still pretty new in 1990.

"Robotics" wasn't a buzzword in 1980, but by the late 1980s robotics had significantly changed the industry. First used in reel rooms and then in what were at that time called "mailrooms," robots replaced the man-machine combination in a variety of tasks involved in assembling the finished product.

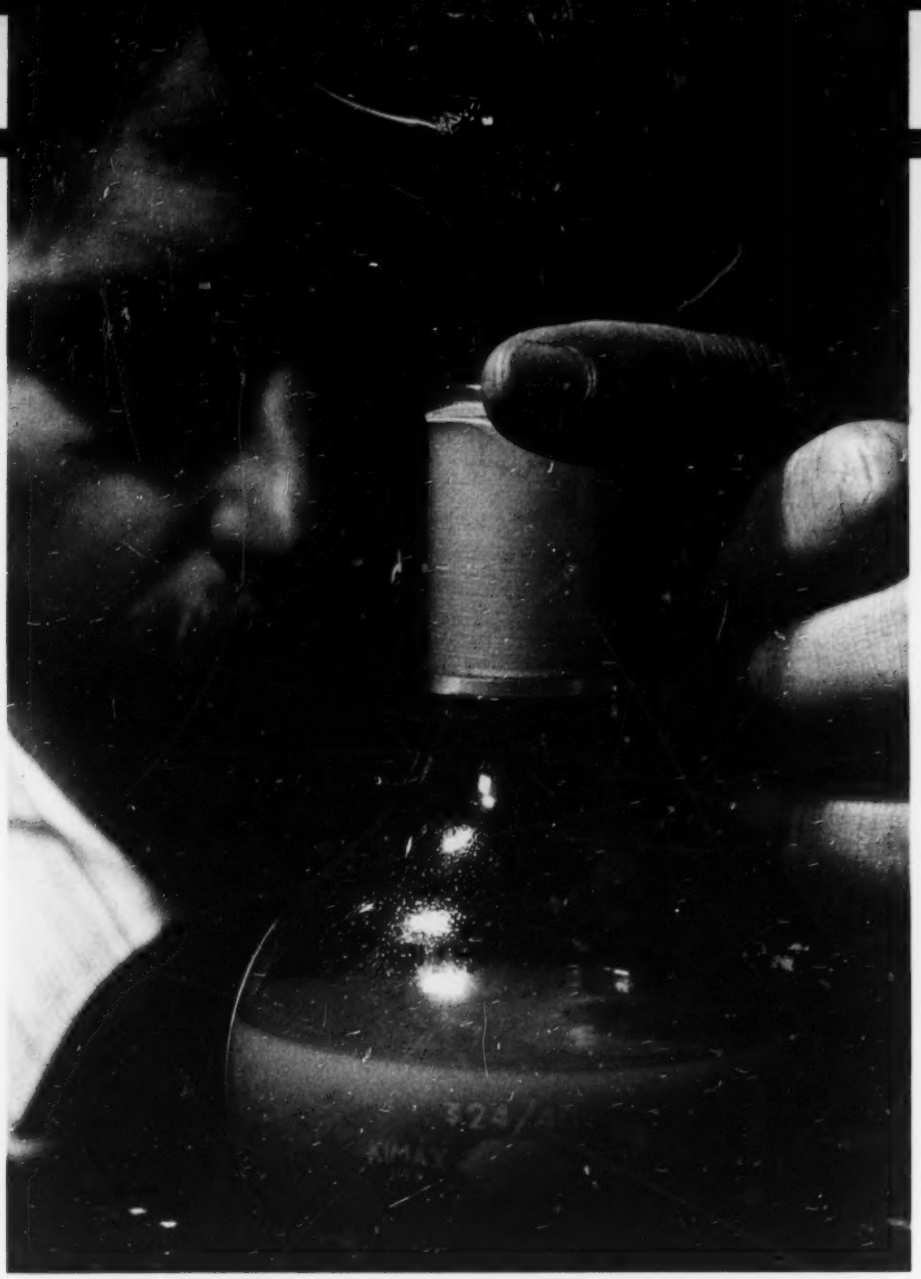
Two of the first applications of robots were highly sophisticated inserting of preprints with "keyed" coupons and the bundling of papers for delivery to specific buildings on specific blocks in particular neighborhoods. The cost savings from automation of materials-handling rivaled those from computers and photocomposition, thus opening the way for newspapers to be even more competitive with direct marketers.

Newspaper delivery, meanwhile, has become one of the specialties in publishing in which intensive courses were given at graduate schools. And the once-profitable U.S. Postal Service has gotten into trouble for at least four reasons: the low volume of first-class mail because of high rates, the rise in computer-to-computer communication and an increasingly cash-less, check-less economy; the vast financial losses from the low rates they charged for shared mail, and the ultimate loss of this business to the highly competitive newspaper business; the dramatic shift of parcel post services to private enterprise; and the wage and pension policies authorized by Congress.

Displayed at the 1990 exposition are models of new robotic equipment that "sees." Suppliers emphasize the inexpensive wheeled models that handle all internal deliveries and pick-ups and can be used for routine maintenance tasks. Feed-back controls are in wide use on presses for tension and register control; paper-breaks are a rarity. Keyless inking gives consistent quality, and the color ink formulations introduced back in 1985 by ANPA's Color Standardization Task Force have proved to be a real boon. Electronic darkrooms and cameras made film a thing of the past.

Flexographic printing, which seemed to have had great promise in 1985, lost out to offset with its new plate technology, keyless inking and water-based ink. The great advantages of the planographic (flat) plate were the deciding factors.

Readers, of course, have been overjoyed by ANPA-developed, low-cost black inks that ended ink rub-off, offset and show-through. And color is standard in all newspapers. The New York Times was the last U.S. daily paper to introduce color on its front page—and did so (as you might have expected) with a map and photo that showed the site of a new archaeological discovery in central Africa and several of the artifacts found at the site. The Wall Street Journal had scored a coup with the introduction of corporate annual reports as free-standing inserts in 1988.



As publishers leave the crowded exhibit hall in 1990, they are confronted by a huge blowup of an 1879 statement made by Whitelaw Reid, editor of The New York Tribune, now defunct: "The business of making a newspaper is in a state of constant growth and change. You might almost say that it is revolutionized once every 10 years. . . ."

Profitable videotex operations are still few and far between, but the promise seems as great as it did in 1980. Sometimes things take longer than one might think!

Newspaper publishers have at last returned en masse to the old era of job-printing, using press downtime to print inserts for their customers. The newest piece of equipment at the trade show demonstrates how simple it is to translate digitalized satellite signals direct to plate for a Sears back-to-school insert. The 1986 convention had been delighted when Sears announced that it was putting most of its budget back into ROP in newspapers "because we find that customers who can read are better consumers—and furthermore, newspaper printing quality now meets our needs."

With all of the competitive threats of the decade of the 1980s now in the past, the future of newspapers never looked brighter.

However, old-timers are warning the new generation of publishers to face the future with "cautious optimism."

As publishers leave the crowded exhibit hall in 1990, they are confronted by a huge blowup of a statement made by Whitelaw Reid in 1879. Reid had been the renowned editor of a great but long-defunct newspaper named The New York Tribune: "The business of making a newspaper is in a state of constant growth and change. You might almost say that it is revolutionized once every 10 years. The veteran returns to find the old methods useless, the old weapons out of date, the old plans of action out of relation to the present arrangement of the forces. . . . The history of journalism, for 50 years, has been a rapid succession of revolutions, and no man knows as well as the hard-working editor that perfection has not yet been evolved."

As the newspaper executives of 1990 read that old statement, they nod their heads in vigorous agreement as they look forward to the technological wonders of the year 2000. □

Readership

As more newspapers are able to provide up-to-date audience data, as more of them establish computerized subscriber/non-subscriber files, they also will improve their capacity to build circulation and readership.

BY LEO BOGART

Bogart is executive vice president and general manager of the Newspaper Advertising Bureau in New York City.

First the good news. Between now and 1990, the population of prime newspaper-reading age—35 to 64—will grow by 12 percent, and the number of households will grow at about the same rate. Long-term trends toward higher levels of real income and educational achievement provide additional impetus for enhanced newspaper readership. Thus it would seem to be a conservative guess that daily circulation will be up between 5 and 10 percent by 1990.

Of course, a similar prediction could have been made five years ago, based on exactly the same evidence. So here comes the sobering news: In actuality, daily circulation grew only 1 percent between 1980 and 1984, and Sunday circulation by 5.6 percent, while the population between the ages of 35 and 64 increased by 6.4 percent and the number of households by 8.5 percent.

However, this period included a major recession that affected readership and helps to account for the slippage in the proportion of readers who look at two or more papers a day—from 19.3 percent in 1980 to 18 percent in 1984.

The two-papers-a-day habit was even more seriously affected by the closing of major papers in several competitive markets, and by the closing of a number of large evening papers in single-ownership combination markets. Most of a defunct newspaper's circulation is absorbed by the survivor, but not all. In 27 recent mergers of combination papers the average circulation loss was 9 percent.

Duplication between the morning and evening audiences in a combination varies greatly, depending on distribution patterns, editorial distinctiveness and the local media culture. For example, of those who read The Milwaukee Journal and Milwaukee Sentinel on an average weekday, 18.6 percent read both papers; for The Philadelphia Inquirer and Philadelphia Daily News, the proportion is 7.2 percent.

The pressure to kill the weak paper in a combination comes not only from the expense of maintaining additional editorial and circulation staff, but from the mistaken assumption of many advertisers that any duplicated circulation is redundant and wasteful.

Evening papers in single-ownership combinations currently have a daily circulation of 7,363,000, which is nearly 12 percent of the daily total. If any of them are eliminated or consolidated with their morning partners within the next five years, as seems likely, there is bound to be a net loss of both circulation and readership.

A new source of duplicated readership has been emerging in the form of national newspapers, which now account for 5 percent of total weekday circulation. When we subtract those publications, local dailies' circulation shows a 1.3-percent decline in 1980-84.

The national dailies represent a significant presence that seems likely to be even more substantial by 1990. The latest Simmons Media Research Bureau report gives USA Today a daily audience of 4,994,000 readers and The Wall Street Journal 6,292,000.

These audiences, along with those of The Christian Science Monitor and the national edition of The New York Times, are overwhelmingly an addition to rather than a substitute for those of local dailies. On a given day, only 18 percent of USA Today's readers and 18 percent of The Wall Street Journal's look at no other paper. If these two papers are eliminated from the weekday newspaper audience, readership slips from 66 to 65 percent.

Of course, advertisers don't look at circulation or audience numbers in terms of national totals, except to watch the trends as indicators of newspapers' vital signs. As more newspapers are able to provide up-to-date local audience data, as more of them establish computerized subscriber/non-subscriber files, they also will improve their capacity to build circulation and readership.

That task remains a top priority, not only to meet the immediate competitive challenge of shared mail, but also to maintain position in an advertising marketplace ruled by the shibboleth of "cost-per-thousand." By that criterion, newspaper cost efficiency has dropped steadily relative to other media because, unlike them, newspaper rate increases have not been matched by audience growth.

In a newly released study from the Newspaper Readership Project, a representative sample of 748 adults aged 25 to 44 was interviewed at three different times over a year and a half. In this relatively brief period, only 53 percent remained consistent subscribers and 24 percent consistent non-subscribers. Similarly, 60 percent were consistently frequent readers and 20 percent consistently infrequent readers.

Looking at these numbers a different way, they mean that about one individual in five changed reading habits during the year and a half. These are people who know our products well but whose loyalty we have not captured. If this volatility can be reduced, newspapers will build circulation and readership up to their full potential in the rest of this decade. □

Circulation

If you thought the pace of change was fast over the past five years, hold on: The next five years will produce even greater changes in almost everyone's circulation department.

Highlights of the first half of this tumultuous decade included:

• Greater professionalism permeating the entire circulation organization

• Increased automation supporting increased "office pay," with some newspapers striving for 100 percent of all subscriptions paid for in advance; a plethora of non-subscriber publications; and further movement toward motor routes and delivery agents.

• More emphasis on the occasional reader, especially those in high-security housing complexes and in the single-person household.

There was not, as some had predicted, consistent movement toward reduced customer service, like the cessation of same-day complaint delivery or the emergence of the multi-product delivery force.

With greater importance on circulation growth, moderating oil prices and increased competition for readers' time and money, most of us at mid-decade are looking for ways to get closer to our customers, not more distant.

What about the rest of the decade? Here's how I see it unfolding.

There will be more emphasis on obtaining and keeping the right readers. This will put a premium on clearly defining target readers and further strengthening the synergy between circulation leadership and the top people in advertising, the newsroom and the research department.

The most successful papers will have a well-functioning *team* made up of the top people from these and other key areas. This team will produce better strategic planning, more effective "stop the stops" programs and more useful reader research. It also will encourage ways to get even closer to our readers by doing things like introducing more customer-oriented billing systems using credit cards.

There will be more emphasis on improved home delivery service, encouraging most of us to take greater control of our newspaper's delivery. At the same time, governmental requirements will force us to treat carriers even more like employees—if we haven't already converted them to employees by 1990.

In other developments to close out the '80s:

• In competitive markets, the paper with the greatest coverage of readers having the largest disposable incomes will dominate increasingly.

• Further reductions in household penetration will persist, while the number of households will continue to expand at 1.5 percent per year. Circulation will increase only 1 percent annually—about the rate of adult population growth. Increases in single-adult households, reductions in two-paper households and greater market segmentation will hamper us from doing any better than maintaining our circulation penetration of approximately 68 percent of the adult market.

• The occasional reader will become more important, and there will be more emphasis on single-copy and specialty sales. In addition, increased priority will be given to keeping the targeted, seven-day reader from joining the ranks of the occasional reader.

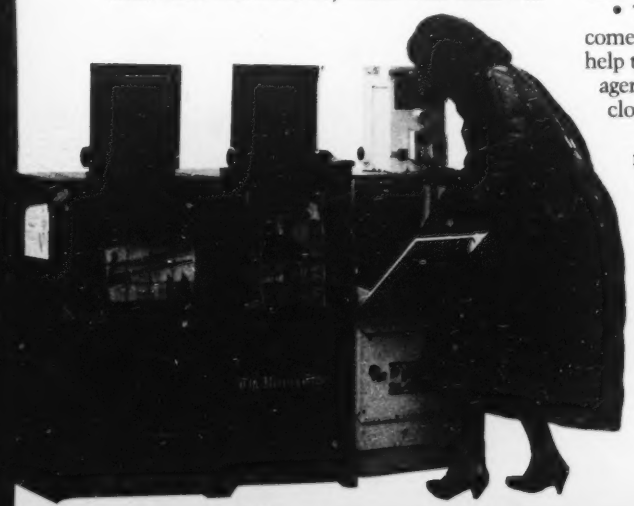
• Standardized research data will be available in optional addenda to ABC reports.

• A greater portion of our revenue will come from readers. Single-copy prices of 50 cents for daily and $1 for Sunday editions will become the norm.

• The circulation address database will become an important profit center. This will help turn circulation leaders into product managers who have the local postmaster as a close colleague.

• A larger share of the capital-investment dollar will go toward even further satisfying reader needs. These investments will help produce improved zoned editions and papers printed with ink that won't rub off on readers' hands.

Further, I see more circulation executives moving into the publisher ranks. They will be well-equipped to handle the complexities of the top job after successfully managing the myriad changes of the '80s. □



There will be more emphasis on obtaining and keeping the right readers. This will put a premium on clearly defining target readers and further strengthening the synergy between circulation leadership and the top people in advertising, the newsroom and the research department.

BY VANCE CAESAR

Caesar, senior vice president/general manager of the Press-Telegram in Long Beach, Calif., is chairman of the ANPA Readership and Circulation Task Force.

WE'RE STUBBORN

We get stubborn when it comes to good ideas.

Like the complete publishing system for newspapers, magazines, and pre-press operations... an idea we're tackling with tenacity.

But it's more than an idea with us.

It's a commitment.

A commitment to deliver the integrated system publishers repeatedly tell us they want.

A system that builds on the excellence of Atex Editorial and Advertising front-end systems and provides small, medium and large publishers with a hardware and software path to the future.

A system that ensures each publisher's investment against equipment obsolescence.

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And you've got to have behind you the resources of a company like Eastman Kodak.

Today, Atex is delivering on that commitment to a total publishing system.

Atex Editorial, Classified, News Layout, Classified Pagination, and Integrated Advertising systems are working hard in newspapers, magazines, and

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service bureaus around the world.

Meanwhile, in our R&D labs, we're working hard on the rest.

This is all part of an exciting new Atex concept called the Total Publishing Environment (TPE).

TPE is the total integration of the editorial, advertising and production functions.

It is the ability to create and manage all page elements... and to output full pages with all those elements in place.

With TPE, Atex is delivering the next generation of electronic publishing systems.

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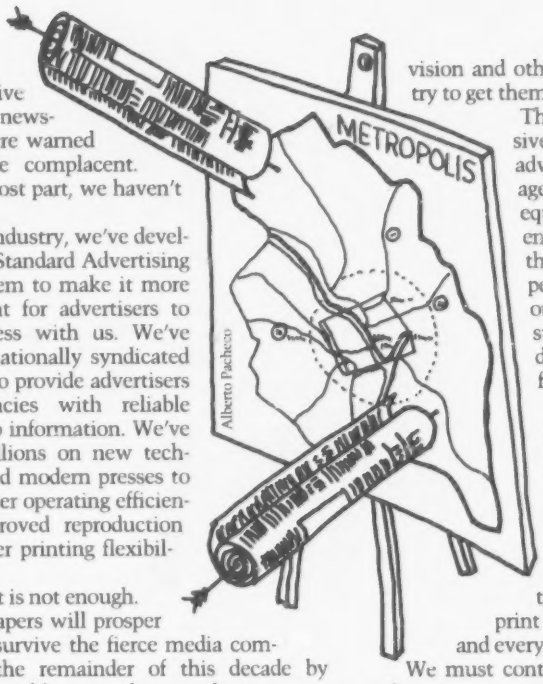
Marketing

Too many advertisers have become wedded to television and other forms of media. We must try to get them back. The way to do it is with aggressive programs to convince both advertisers and their advertising agencies that newspapers are equipped to deliver the audience they need.

BY TOM JOHNSON

Johnson is publisher and chief executive officer of the Los Angeles Times, chairman of the Dallas Times Herald and chairman of the Newspaper Advertising Bureau.



In this space five years ago, newspapers were warned not to be complacent. For the most part, we haven't been.

As an industry, we've developed the Standard Advertising Unit system to make it more convenient for advertisers to do business with us. We've adopted nationally syndicated research to provide advertisers and agencies with reliable readership information. We've spent millions on new technology and modern presses to offer greater operating efficiencies, improved reproduction and greater printing flexibility.

But that is not enough.

Newspapers will prosper and will survive the fierce media competition the remainder of this decade by moving quickly to make ourselves more essential, both to readers and to advertisers.

Many newspapers have remained unchanged over the past 50 years, yet our readers and our markets have changed.

We live in an age of ever more sophisticated readers. They won't settle for the same old stuff—especially now, when they have many alternative sources of information.

That means we must work constantly to improve editorially. We must find better ways to present information, and we must add to its depth and diversity. Otherwise, we may lose our indispensability and, eventually, our shirts.

Color reproduction has become increasingly important to newspapers. The circulation success of Gannett's USA Today has sharply increased consumer and industry awareness of color. By the end of this decade, newspapers that are capable of printing high-quality color on a daily basis will be on the competitive edge.

We also must not underestimate the impact timely and reliable delivery will have on our ability to maintain readers. Achieving distribution reliability is a must for all of us.

However, all that will do us no good if we can't retain our advertisers.

We must intensify our efforts to demonstrate the selling power of newspapers. Too many advertisers have become wedded to television and other forms of media. We must try to get them back.

The way to do it is with aggressive programs to convince both advertisers and their advertising agencies that newspapers are equipped to deliver the audience they need, in the manner they need, at an attractive cost per thousand. We must demonstrate that we sell products superbly for advertisers and distribute their messages effectively and efficiently.

Target marketing is uppermost in the minds of most advertisers. As a result, 73 percent of the newspapers in America now have some form of total-market-coverage program. The best of them allow advertisers, through a combination of print and direct mail, to reach any and every segment of a market.

We must continue to expand and improve these programs.

They are not only a defense against the intrusion of outside direct-mail companies, but they show advertisers we understand the importance of total penetration—and can deliver it successfully.

Finally, we must learn to follow the advice we most often give to our advertisers. We must devote more time and dollars to promoting our own services in an imaginative and aggressive fashion. Compared with other industries, newspapers are seriously underspending in the area of self promotion.

Newspapers have considerable marketing resources at their disposal. We must put them to work. We must apply the principles of target marketing to our own purposes in order to build the size and quality of our circulation and to strengthen our image in the community.

Above all, the remainder of this decade will demand that we make ourselves more attractive.

For readers, attractiveness means editorial depth and quality.

For advertisers, attractiveness means convenience and positive results. And for both groups, attractiveness means a more modern, more stimulating graphic appearance.

This is no small order. But to the newspaper of the '80s, becoming more attractive in these ways will make the difference. □

Advertising

Many of the things that my predecessor, Jack Kauffman, foresaw for newspaper advertising in this space five years ago have come to pass—as well as quite a few others nobody could have predicted.

Who could have imagined, for example, that in just five years direct mail would grow into a major challenger to the insert business of every newspaper in the country? That network television ratings would decrease so sharply? That newspapers with 98 percent of daily U.S. circulation would voluntarily standardize their advertising sizes? That syndicated research data on newspaper audiences would be widely available to agencies and advertisers?

Previous predictions aside, 1980-84 *were* years of solid accomplishment for newspaper advertising. Not only did we standardize our page and ad sizes with the Standard Advertising Unit program, but we did it with a speed and effectiveness that amazed even our friends in the agency business.

Our audience research was also standardized, again for the convenience of our advertisers, as a result of the 1982-83 Simmons and Scarborough studies. Advertisers and agencies have applauded our decision to continue them. We also produced a standardized rate card format that has been adopted by almost all the nation's daily newspapers.

In addition, telemarketing came out of the classified "phone room" and became a major factor in selling retail and co-op advertising. And despite the challenge of shared mail, newspapers' insert business continued to grow.

Newspaper advertising overall also continued to grow. In 1983, expenditures for newspaper advertising increased by 16.3 percent, faster than any other measured medium. We expect that when the final figures are in, they will show we did almost as well in 1984.

At the Newspaper Advertising Bureau, we established a Department of Marketing/New Technology to keep newspapers on top of the latest developments in such areas as cable television and satellite transmission and how they affect newspaper advertising, and to provide bureau input into newspaper standardization programs such as SAUs®.

We expanded our retail sales effort by adding several outstanding store advertising executives as regional vice presidents.

In classified, bureau research broke new ground with studies responding to the more centralized advertisers that have become the biggest spenders in recruitment and real estate.

We inaugurated the annual Athena Awards for creative excellence in newspaper advertising, and we made the Creative Newspapers publication a yearly showcase of that excellence.

In co-op advertising, we developed the Retail Co-op Recovery program, which in a recent year enrolled more than 300 newspapers and helped some of them more than double their co-op linage.

Coming off such a solid base, I feel the bureau and the entire newspaper business are in a good position to make the most of our opportunities in the second half of this decade.

We have some problems to deal with, of course. But newspapers have shown they can work together to solve their problems, and I'm confident they will continue to do so.

Here are five specific predictions for the next five years:

1. *Newspapers will increase their share of national advertising.* With network ratings continuing to decline, and newspapers more convenient to use than ever before, even die-hard TV advertisers will come to realize that the best way to reach their lost audiences is through newspapers.

2. *Newspapers will compete effectively with mailing companies for preprint business.* Efficient total-market-coverage programs, zoned editions, special-interest sections and constantly improving reproduction—in other words, a lot of hard work—will keep us competitive.

3. *The trend toward standardization will continue.* Examples will include extending the SAU concept to classified, devising a standardized newspaper invoicing format (and eventually a standardized billing system), and developing quality standards for newspaper reproduction.

4. *Newspaper color quality and availability will increase dramatically.* In our recent research study on the "Future of Advertising," the advertising leaders we surveyed predicted that high-quality process color will be available at virtually all daily newspapers throughout the United States and Canada by 1995.

5. *Satellite transmission of advertising materials will be an everyday event.* A 10-city test of satellite transmission of national advertising will begin this year, with the full cooperation of the bureau and ANPA. If it is successful, AD/SAT expects to have a 500-newspaper network in operation by the end of 1987. Such a network would have many other exciting communications possibilities for newspapers in the years to come. □

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BY CRAIG C. STANDEN

Standen is president of the Newspaper Advertising Bureau in New York City.

Government Affairs

The economy and taxes will remain among our primary concerns. We will face new and ingenious efforts to erode press freedom, in print and in emerging electronic media. With a diminished role by labor unions, we will see continued efforts by government to make the workplace safer, to protect minorities and to assure equitable treatment of employees.

BY GEORGE WILSON

Wilson, publisher of the Concord (N.H.) Monitor, is chairman of the ANPA Government Affairs Committee.

Forecasts are strongly colored by the times in which they are made. Five years ago, we lived in times of diminished expectations.

Resources and opportunities were seen as finite. A sense of helplessness had replaced hope. We were conscious of limitations. And government's role had become one of allocating resources and benefits.

As we entered this decade, newspaper executives were told they could expect more governmental activities that would affect business and editorial decisions.

There were three major areas of concern: new communications technology, concentration of media ownership, and economic problems of reduced energy supplies, wage and price controls and tax revenues.

The federal government had responded to stagflation with voluntary wage and price controls. They weren't working well, and we wondered if Washington would opt for mandatory controls. Fortunately, it did not.

A standby gasoline rationing plan was prepared for submission to the new Congress. Fortunately, the plan was never enacted. It was set aside after President Reagan's election.

We wondered what governmental actions might be prompted by those who saw a growing concentration of media ownership. Fortunately, those concerns did not bloom into governmental restrictions.

The prognosticators were not wrong, however, when they predicted more governmental activity of concern to newspapers.

We have seen erosion of the federal Freedom of Information Act, taxes on newspaper advertising, catastrophic libel judgments, initiatives by federal and state officials to control workplace environments, attempts at prior restraint and international efforts to license journalists.

Other major challenges were unforeseen.

During the first half of the '80s, the newspaper business worked hard to enable electronic information providers the opportunity to compete fairly with AT&T, which was positioning itself before divestiture to become an information provider as well as the primary information carrier. ANPA's "diversity principle," which held that a diversity of information voices in a new-technology age could only be assured if content were separated from the conduit, was incorporated by U.S. District Judge Harold H. Greene in his ruling in the AT&T antitrust case.

That effort was followed by challenges arising from low third-class postal rates.

Though increased government activity was forecast at the decade's start, we could not see with precision where the sweep of events would take us. We cannot forecast with any greater accuracy at mid-point, but expectations now are influenced by a stronger economy, lower inflation rates, record trade deficits, a large and growing national debt, economic differences and instability among the world's nations, and, withal, an optimistic and energetic American public.

The rest of this decade will not differ fundamentally from the first half except as catastrophes of nature and human judgment deflect events from their course.

In the world, great disparities of wealth, health and individual freedom mark the fault lines between nations. Those disparities pose threats to our stability and our freedoms. Press freedom worldwide will remain a tender and rare privilege so long as it is seen to threaten nations' tenuous control of their own destinies.

But some things can be seen with relative clarity.

At home, governmental challenges to newspapers will continue. The economy and taxes will remain among our primary concerns. We will face new and ingenious efforts to erode press freedom, in print and in emerging electronic media. With a diminished role by labor unions, we will see continued efforts by government to make the workplace safer, to protect minorities and to assure equitable treatment of employees. Our market opportunities will be vitally affected by regulatory decisions in the postal, telephone and electronic media arenas.

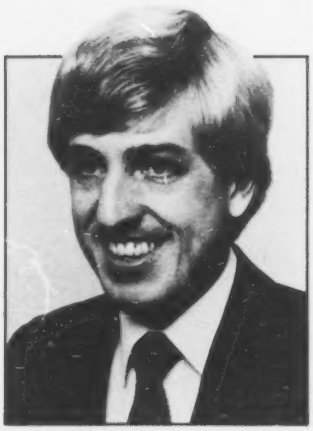
Domestically, the salient influence—beyond the vagaries of our economy and our ability to dampen excesses—likely will be demographic. Coming into positions of authority this decade are the protestors of the '60s and '70s. They are of the generation that distrusted the concentration of power, whether governmental or private, and that insisted on one's right to "do your own thing."

Suspicious of big government and big business, skeptical of traditional institutions, this generation has retained its respect for privacy and its iconoclasm even as it has begun to shoulder society's burdens. This generation's values are centered on freedom, the individual and responsive, restrained institutions.

If sensitive to the emerging reinforcement of those values, newspapers should thrive in the '80s as the custodians of our most cherished freedom—the freedom that underlies all others—and as society's most essential source for news of the changing world. □

Postal Affairs

Newspapers must endeavor to understand the changing marketplace, to explore creative uses of the postal system, and to change practices that have been tried and failed.



BY W. TERRY MAGUIRE

Maguire is ANPA vice president/general counsel.

Newspapers have confronted many complex issues since Benjamin Franklin decided to wear the hats of both publisher and postmaster. None of these issues, however, has been as continuously challenging as the relationship between newspapers and the post office.

We are witnessing unprecedented change in the printed materials that flow through the U.S. Postal Service and in the marketplaces it serves. Much of this postal revolution has occurred during the last five years, and that revolution likely will continue the remainder of this decade.

In 1980, we were just beginning to see the effects of a new postal strategy that called for extraordinarily low third-class rates in an effort to build postal volume.

In particular, rates that took effect that year for third-class mail presorted to the carrier route provided an unprecedented inducement to firms to consider mail as a new communications medium.

This put newspapers in a new competitive environment. They responded with characteristic diversity and independence.

Some newspapers clung to their historic dependence on second-class mail and developed new ways to use the Postal Service for the benefit of their readers and advertisers. Those experiments and innovations continue today.

Many newspapers broke from exclusive use of traditional second-class mail and moved headlong into third-class mail. The goal was to serve advertisers' interests in reaching all homes within specified geographical zones. The newspaper business is now a major third-class mail customer.

Virtually all newspapers recognized another growing need—that of providing retailers and other advertisers with the ability not only to saturate entire neighborhoods, cities or regions, but also to reach specific homes of specific people with specific characteristics. That effort continues in circulation departments around the country, and no doubt the Postal Service will play a major role in the evolution of that marketing strategy.

Whether as user or competitor of USPS, or as competitor of other postal customers, the newspaper business for five years has been urging that the ground rules involving postal matters be set fairly and equitably. The argument is that postal rates should cover postal costs, and that the structure of rates should not allow discrimination for or against specific kinds of mailers.

With the second half of the decade before us, there is a new postmaster general, a new set of postal rates, a new postal labor agreement and a group of USPS governors who are taking an increasingly hard look at many issues affecting postal users.

Newspapers, too, must endeavor to understand this changing marketplace, to explore creative uses of the postal system, and to change practices that have been tried and failed.

Some of the key questions that will demand answers in the next five years are:

- Will second- and third-class mail be merged as a result of pending court cases?
- If second- and third-class are not merged, will newspapers continue to receive high-quality service without paying extra fees such as a "red tag" surcharge?
- Will Congress provide funding necessary to allow in-county second-class rates to continue their gradual, phased increases?
- How will the content of newspapers mailed to non-subscribers change over time? Will there be more or less editorial content in them?
- Will Congress consider legislation to deal with inequities in the current rates and the rate structure? How will courts deal with these issues?
- Will private firms be able to "broker" services of the Postal Service in first- and third-class mail?
- Will newspapers find that their experiences with second- and third-class mail in reaching non-subscribers lead them to make greater use of the Postal Service to reach subscribers or to conduct other mail distribution programs for advertisers?
- Will more newspapers find that by placing addresses on carrier-delivered subscriber copies they can offer better target-marketing services to advertisers who now may rely on the Postal Service for such selective distribution?

Newspapers will have renewed opportunity to work together to bring about the kind of postal rates and rate structure that will serve the best interests of newspapers, competitors, advertisers and the public—which now bears the lion's share of the cost of operating the Postal Service.

Five years of experience in these arenas have taught us much.

The real challenge for the rest of the decade is to coordinate our public policy, advertising, circulation and overall management efforts to make the very best of an ever-evolving, competitive marketplace. □

World Press

Five years ago this month, I was quoted in presstime as foreseeing the following prospect for the 1980s and beyond: "A never-ending controversy between the minority of countries which believe in press freedom and the majority which regard the news media as propagandists of the authoritarian government in power."

Perhaps the prediction was too predictable. In any case, it is certainly proving to be true.

In countries with perhaps two-thirds of the world's inhabitants, news media continue under government domination. Ministers of information (read it "ministers of propaganda") continue to call the tune in many countries.

Meanwhile, officials of these authoritarian governments continue to charge the Western news media in general and the "transnational" news services in particular with failing to do a responsible job of journalism. In this case, "responsible job" means depicting the authoritarian governments and their countries in a favorable light.

Yet study after study has shown that a good volume of news reported by Western media about developing countries is factual and not predominantly negative; it's not a mere recital of earthquakes and riots and disasters, as spokesmen for some of those countries allege. Ironically, studies have shown that in the very countries accusing Western media of distortion, their own media present a consistently distorted view of Western democracies, particularly the United States.

One aspect of the world press picture that certainly has not changed is the continuing struggle between free-press advocates and controlled-press proponents in the United Nations Educational, Scientific and Cultural Organization.

Western nations have been forced to expend an inordinate amount of effort within UNESCO to beat back continuing efforts to advance the cause of state-controlled media as against a free press. We would much rather be spending our time and resources on practical programs to help develop the communications capabilities of developing countries.

An indication of the continuing battle within UNESCO is the fact that still another conference has been scheduled on the matter of "protection of journalists" (read it "licensing of journalists").

Planning for the conference this year in Mexico City was encouraged and financed by UNESCO. When this came to light, there was an outcry from free-press advocates that shook the UNESCO bureaucracy. As a consequence, UNESCO gave indications that it may disassociate itself from the Mexico City meeting.

Dissatisfaction with UNESCO's treatment of communications issues was one of the reasons for the U.S. government's decision, announced Dec. 19, to withdraw from UNESCO. After the United States in late 1983 announced a tentative plan to pull out of the United Nations agency, there was talk of changes to turn UNESCO away from divisive, contentious issues—journalistic codes of conduct, licensing of journalists and the like—toward practical programs of helping developing countries build their communication capabilities. (As one Latin American journalist said: Stop all the arguing and debate. Send us typewriters.)

Prediction: The years ahead are not likely to see basic change in UNESCO's approach to communications issues. The majority of UNESCO's members are authoritarian states that simply don't believe in the free flow of information.

A positive note: Despite the diversion of time and money spent on resisting controlled-press initiatives in UNESCO, U.S. news media have shown increasing determination to help developing countries build their communications capabilities. Some examples:

- In the Caribbean, in Africa, in Asia, the World Press Freedom Committee and its supporters (including, importantly, ANPA) have provided assistance ranging from a printing press for a newspaper in the Caribbean to a training course for journalists in Tanzania to books for a journalism school library in Nepal.
- The American Society of Newspaper Editors has started a journalism exchange program for news people from Third World countries. Twelve such journalists were sponsored by ASNE and local newspapers for eight weeks of seminars and visits to various newspapers last fall.
- The Associated Press continues to offer training in the United States for visiting journalists or, in cooperation with the WPFC, to journalists in developing countries.

Additional predictions:

The world press scene between now and 1990 will see more of the same: continuing controversy between free-press and controlled-press advocates, plus growing emphasis on U.S. assistance in building communication capability in developing countries.

And I would hope and expect increasing emphasis in American news media on the importance of balanced reporting from the developing world. We have been doing a good job of this, but we can and should do better. □

Despite the diversion of time and money spent on resisting controlled-press initiatives in UNESCO, U.S. news media have shown increasing determination to help developing countries build their communications capabilities.

BY HAROLD W. ANDERSEN

Andersen is president of the Omaha World-Herald Co. and chairman of the World Press Freedom Committee. He is a former chairman of ANPA.

Telecommunications

Newspapers that have adopted a "wait and see" posture toward electronic publishing may find someday that entry costs and the learning curve are steeper and longer than anticipated.

BY KATHLEEN CRINER

Criner is ANPA director/ telecommunications affairs.

The telecommunications juggernaut first rolled through the newspaper business in the late 1970s. It led to predictions made five years ago that are today's reality: Satellite delivery of wire-service copy is commonplace, a test is planned for satellite delivery of national advertising, and electronic-publishing ventures have sprouted from coast to coast.

Along the way, newspapers have become involved in a wide range of telecommunications ventures that have met with mixed results [presstime, Dec. 1984, p. 23]. Recently, newspapers have relinquished their leadership role in electronic publishing to new entrants such as IBM, Sears, J.C. Penney, RCA, Citicorp, CBS and others. Nevertheless, I believe that during the next 10 years, the electronic-information industry will continue to grow, evolve and transform the newspaper business.

In the meantime, though, publishers will have to focus attention on an increasingly demanding area of telecommunications—the equipment and services they'll need to produce newspapers.

New services, new vendors and increasing phone rates will force all businesses to spend more time acquiring, managing and maintaining telecommunications systems. For example, large urban newspapers, to ensure privacy and increase efficiency, may replace traditional car telephones with cellular radios. Newspapers may install fiber-optic links to suburban printing plants, which will reduce communications costs enough to make other new applications, such as teleconferencing, a real possibility. Similarly, local area networks will be installed to link various computers and telephones within the newspaper, while public data networks will help reporters using portable terminals to transmit stories more efficiently into the newspaper's computer.

The task of becoming more informed telecommunications consumers will be made more difficult by continuing instability in the telecommunications industry. The almost daily new-service announcements by companies like IBM, Kodak, AT&T and Exxon are destined to produce a glut in capacity—and lower prices. But shakeouts could leave some customers scrambling for service. The traditional hedge against such a threat, buying products from large, trusted vendors, is disappearing because even the telecommunications giants are willing to abandon products or services under certain competitive circumstances.

All the while, the electronic-information market will continue to grow amidst moves to reposition and retrench. As some companies leave the market and new ones enter, the infrastructure for tomorrow's electronic information age will take shape.

Already many analysts believe that videotex as we think of it today may cease to exist. Instead, it will become one of several approaches for delivering graphic information electronically.

Anticipation of this shift has prompted numerous companies to explore development of software that will permit personal-computer users to gain access to videotex data bases. However, this pc/videotex convergence probably will take several years.

In addition, while some firms may continue to explore the consumer market, the emphasis for the next few years will be on closed user groups and business services. Some newspaper companies already are setting their sights on electronic delivery of information to business users.

The 1990s could bring more profound changes. Barring some legal action in the interim, AT&T in 1989 will be free to enter the marketplace as an information provider, and I believe it will.

AT&T's experimentation with electronically delivered real estate information in Monmouth County, N.J., and other ventures that are likely to follow will provide the company with expertise to enter the market quickly and build the national networks necessary for either specialized or public services. On the other hand, AT&T may well have to scramble to catch firms like Dow Jones & Co., CompuServe and others that currently are building national services.

As companies perfect hardware, software and marketing efforts, children will be acquiring these new products as routinely as they purchase books.

Newspapers that have adopted a "wait and see" posture toward electronic publishing may find someday that entry costs and the learning curve are steeper and longer than anticipated.

All of this underscores an important point for today's telecommunications business. Telecommunications equals competition. As newspapers reflect on the next five years, they must look beyond their traditional industry boundaries at a host of competitors who are developing new products and services. In many cases, those products won't compete directly with newspapers, but they may begin to nibble away at newspaper revenues, much as shoppers and direct mailers do today.

In other words, the stakes are high, and the game has just begun. □

News Research

I hope the newspaper industry is not going to follow in the footsteps of the U.S. auto industry, which spent its time on marketing while its competitors spent theirs on perfecting front-wheel drive.

BY GUIDO H. STEMPEL III

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University in Athens.

In this space five years ago, Maxwell E. McCombs of Syracuse University forecast "a tremendous increase" in the amount of news research by newspapers. His crystal ball certainly seems to have been in focus. The increase has occurred and seems likely to continue for several reasons.

Perhaps the most important one is simply a growing awareness that research offers answers to some questions that are important for newspapers. The industry-wide effort that produced the Newspaper Readership Project is an indication. That effort, of course, was in direct response to the decline in newspaper circulation in the first half of the '70s.

It is therefore perhaps more significant that the American Society of Newspaper Editors is embarking on a study of newspaper credibility. While the potential value of such a study is obvious, there is not the financial urgency to that issue that there was for the readership project.

Another indication of the growing awareness of the need for and value of research is the continued growth of the Newspaper Research Council, the organization of industry researchers.

Growth in the area also is reflected in the fact that more research about newspapers is being published. There is even a publication devoted to research about newspapers—the Newspaper Research Journal, sponsored by the Newspaper Division of the Association for Education in Journalism and Mass Communication. That journal, founded five years ago, has attracted work from both academic and professional researchers.

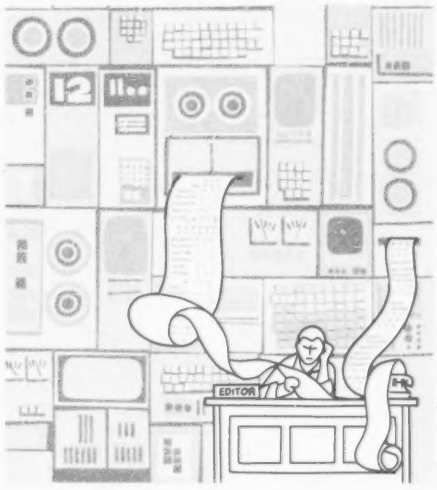
In addition, there is more research about newspapers in Journalism Quarterly, the major academic research journal for journalism. There were, for example, 62-percent more articles about newspaper readership and newspaper audiences in Journalism Quarterly between 1974 and 1983 than in the previous decade. That increase may be partly an indication that there are more researchers, but it also seems to indicate a shifting of interest and priorities of researchers. There is, of course, a good deal more unpublished, proprietary research about newspapers than published research.

Another reason for the growth in news research is the increased cooperation between newspapers and academic researchers. That increase has been the result of efforts from a number of places in both the academic and professional worlds. The conference last October that brought together industry and academic researchers at the University of North Carolina to discuss the ASNE credibility study would not have happened a decade ago.

The most important aspect of such cooperation is that it indicates the newspaper industry is beginning to regard academic researchers as a significant resource.

What will future research be about? I certainly hope much of it will be about readership and reader preferences, because significant questions remain in those areas.

Much of the response to the circulation decline of the '70s has been in marketing and market research. It may be time now to turn greater attention to the editorial product. I hope the newspaper industry is not going to follow in the footsteps of the U.S. automobile industry, which spent its time on marketing while its competitors spent theirs on perfecting front-wheel drive. It's worth asking whether Lee Iacocca would have become the folk hero he is if Chrysler engineers hadn't solved the puzzle of front-wheel drive.



Alberto Pacheco

McCombs, in his forecast five years ago, wrote about the need for newspapers to use research to fine tune their editorial products. National studies of readership or reader preference do not usually provide exactly what the editor needs to know for that fine tuning.

Editors and researchers need to get together to deal with this question. They need to figure out what readers want and translate that into something the editor actually can do.

The research effort of newspapers for the rest of the '80s thus is the key to bringing a better product to the newspaper reader. □

Promotion

In January 1980, my predecessor as INPA executive director, Edward A. Linsmier, predicted that future concerns of newspaper promotion departments would include:

- Adoption of marketing strategies to achieve company potential
- Implementation of the "total newspaper" concept on a wide scale
- Greater concern about the image of newspapers
- Recognition of the need to do a better job telling the newspaper's public-relations story, especially among its own employees
- Increased use of and greater benefits from newspaper research, aided by computerization.

Linsmier's predictions were sound. Every point he made continues to be a challenge in 1985, but we have progressed during the last five years and can pinpoint specific developments.

The successful newspaper promoter has become and will continue to be a skilled newspaper marketer. The two words, promotion and marketing, are already used interchangeably. That's because effective promotion is more than a string of events, brochures and press releases to meet short-term objectives. Effective promotion involves planning—ascertaining how various promotions can help a company implement a five-year strategic plan and achieve corporate goals.

Just as marketing became a buzzword during the last few years, planning will become the catchword in this second half of the '80s. And like promotion/marketing, the planning process is integral to every newspaper department and every challenge in newspapering.

The well-planned promotion/marketing effort will include sophisticated research helping to identify audiences in terms of demographics, psychographics and geographics. This will help us in all areas but none more important than circulation.

Many newspapers spend incredible amounts of money "buying" circulation today; this is one of the most critical issues we face. We segment our readership into three major groups—the avid loyal subscriber, the nonreader who will never purchase a newspaper and the "churn" group.

Newspapers use discounts, games and incentives to attract the latter. Some newspapers are paying up to $50,000 a week to do it. Yet studies by various newspapers indicate that four to eight orders need to be written for the churn group to realize just one net paid subscriber over a six-month audit period.

Newspapers will be turning their attention more toward subscriber retention in the second half of the '80s. Intrinsic to a discussion of retention, the following factors need to be evaluated with more resources directed toward them.

- **Circulation penetration:** Geographically, where is the newspaper's market? Factors to be considered should include not only the newspaper's civic responsibility to inform the public but also the penetration level and reach that affect an advertiser's decision to buy space in the newspaper—or in an alternative medium.
- **The product:** This will be the primary criterion for newspaper promotions. It means going beyond just name awareness. It means conducting promotions that get readers involved with the paper and position the newspaper as a part of the community—informing on the issues, communicating when action is required and educating the public on benefits of newspaper reading.
- **Positioning:** We'll be seeing more of newspapers versus broadcast, especially with more one-newspaper metropolitan markets. Newspapers' unique consumer advantages—in-depth reporting, upper demographic audiences, portability, pass-along qualities and mass-audience reach—will serve us well in capturing and gaining new advertisers. Marketing and promotion campaigns should aim at educating our advertisers, especially advertising agencies, on the creative use of a "newspaper canvas." They should emphasize the power of our medium, its words and graphics.
- **Community involvement:** This is an area unique to newspapers, and its power and potential are tremendous. No other medium can mount public-relations campaigns for a good cause like the newspaper. This type of promotion meshes beautifully with what research tells us about the lifestyle trend of North Americans toward more community involvement and local identification. The success of public promotions also demonstrates to advertisers how newspapers reach and move people.

With conventional television in danger of losing its status as a mass-reach vehicle because of cable, electronic games and other programming options, newspapers have a marvelous opportunity to refocus emphasis away from discrediting others in our own industry to marketing the benefits of newspaper reading.

For the promotion/marketing professional, the next five years will present the challenge of developing the planning and the skills required to take full advantage of these opportunities. □

The successful newspaper promoter has become and will continue to be a skilled newspaper marketer. The two words, promotion and marketing, are already used interchangeably.

BY PAULA MARKIEWICZ

Markiewicz is executive director of the International Newspaper Promotion Association in Reston, Va. Also contributing to this article were Page Haines, promotion manager, Houston Chronicle; Harold Gaar, marketing director, The Dallas Morning News; and Candace Medd, promotion/sales development manager, Minneapolis Star and Tribune.

Newsprint

Although we have this worldwide surplus of newsprint that will alleviate a capacity shortfall in North America perhaps for the rest of this decade, can we feel secure? The answer is no. It is infinitely more desirable to have our sources of newsprint close to home and where we have more claim on them.

BY JOSEPH F. PRENDERGAST JR.

Prendergast is ANPA manager/newsprint and transportation.

The big question being asked about newsprint these days is this: When will the supply situation in North America change from one of adequacy, which we have had since 1982, to a tightening of supply or possibly a shortage?

The equation is changing—primarily because of a lack of new capacity, but also because of rapidly growing newsprint demand, shutdowns of old, inefficient machines and mill shifts from newsprint to higher grades of paper.

Estimates of North American supply and demand over the next few years show diminishing newsprint reserves. In 1982 and 1983, reserve supply was slightly over two million metric tons. In 1984, excess supply was about one million tons at the beginning of the year, but an estimated one-half million tons was lost due to newsprint mill strikes.

In 1985 and 1986, estimated newsprint reserve will drop to about 700,000 tons. And according to one manufacturer's estimate, 1987 supply will exceed demand by about 300,000 tons. That would be a dangerously low margin, as demonstrated by the effect last year's strikes had on production.

These estimates of North American newsprint reserves indicate that more capacity is going to be necessary to avoid problems in 1987-88, if not sooner. And remember, it takes about three years to install a new machine.

Thus, it would appear that the handwriting is on the wall. But is it?

There are developments that, in my opinion, lessen the possibility of a tight market as early as 1985-86 or a newsprint shortage in 1987-88.

First, note that recent announcements of new newsprint capacity have outdated some analysts' earlier supply-demand estimates.

Second, there is a substantial amount of newsprint capacity that has been under consideration or on-hold for some time. When, and if, the parties involved will decide to go ahead with their plans is pure speculation, of course.

Third, an increasingly important and relatively new factor is the growth of newsprint capacity worldwide. The United Nation's Food & Agricultural Organization has estimated that it will increase by 2.7 million metric tons to 33.4 million metric tons in 1983-88.

At an international conference on pulp and paper in London last November, it was reported that a two-million-tons-plus excess capacity exists in Western Europe, and that this situation should prevail through 1990.

In 1984, Scandinavian newsprint entered the United States destined for Western, Eastern and Southern cities. According to U.S. Department of Census figures, Scandinavian imports for the first 10 months of 1984 were about 140,000 metric tons. This contrasts with about 48,000 metric tons for the same period of 1983.

With the current high value of the U.S. dollar, it is possible for foreign newsprint producers to pay $50 to $70 a ton to ship newsprint to the United States and still make a good profit. Prices in Europe recently ranged from a low of about $359 a ton to a high of about $400, versus the current price in the United States of $535 a ton.

Scandinavian producers are not the only ones becoming more aggressive in their selling efforts in the United States. Chile, Brazil, Colombia, Argentina, New Zealand, South Africa, France, Italy and West Germany are some of the countries that made shipments to the United States in 1984. One can expect these countries to increase their efforts in the years ahead, at least so long as the U.S. dollar is strong relative to their currencies. And I would not be surprised to see Britain join the exporting list before too long.

There is a lot of new mill capacity under construction or under consideration, and I think you will see that a substantial amount of it, especially in Western Europe and Scandinavia, will be available to the United States in increasing amounts from 1985 through 1987. This coincides with the years when North American supply-demand will be more even than it has been since 1982.

In any event, capacity anywhere is capacity that has to be recognized.

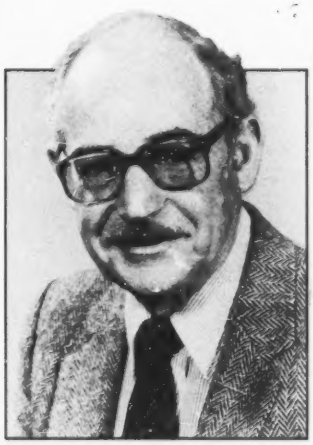
Moreover, world markets have been shrinking for newsprint suppliers, and this has the effect of leaving more newsprint available to the United States. Currently, the only strong market is the United States. This situation eventually will change, however, as the economies of the various countries improve, and they begin to use more of their own newsprint production.

Although we have this worldwide surplus of newsprint that will alleviate a capacity shortfall in North America perhaps for the rest of this decade, can we feel secure?

The answer is no. It is infinitely more desirable to have our sources of newsprint close to home and where we have more claim on them. Having to rely on a distribution system thousands of miles away and across oceans is hardly ideal. In the long run, therefore, publishers' interests lie in North America. North American supply-demand figures indicate a real need for more capacity in the near future. □

Employee Relations

The next five years will be marked by greatly increased and sophisticated efforts to organize both by historically strong newspaper unions and those not as traditionally prominent.



BY KEITH R. FULLER

Fuller, director of employee relations of McClatchy Newspapers, is chairman of the ANPA Human Resources Committee.

Predictions for the employee relations field at the beginning of the decade focused on rapidly evolving technology and the dramatic impact it would have on long-practiced crafts, skills and numbers of employees in newspaper production.

Looming as the primary problem was the effect of technology on jobs. Many were rendered redundant—including those held by many printers with lifetime contracts.

In the second half of the decade, elements of that problem remain in a few metropolitan areas.

But the bulk of affected employees have been handled by sometimes dazzling "buyouts," retraining and natural attrition.

The impact of full pagination is yet to be felt within the newspaper business. However, the experiences of recent years in dealing with major technological dislocations—and the fact that most publishers are starting this next round of new technology from a considerably lessened employee base—make that problem more manageable.

Union members and their leaders also have a more realistic attitude toward accommodation of the inevitable change.

Earlier predictions for a dramatic surplus of mailers as the result of on-line inserting equipment and more sophisticated computerized systems have not come to pass.

Larger numbers of inserts and greater zoning needs have increased rather than decreased personnel needs in this area. There likely will be no discernible change by decade's end except for an increase in part-time help so the work force will more closely match the work load.

Earlier predictions also assumed a consolidation of the graphic arts unions into a synergistic force. This has partially come to pass with the merger of the pressmen and engravers into the Graphic Communications International Union.

The odd men out continue to be The Newspaper Guild and the International Typographical Union, which did not merge as predicted.

However, the Guild ultimately will be forced to merge with the GCIU or Communications Workers of America to assure a significant economic and power base. And the ITU is threatened to be torn apart with the beginning of major mailer defections to the Teamsters union.

Despite technical and legal questions, the best guess is that the bulk of the ITU mailers will be in the Teamsters by the end of 1985. Whatever is left of the ITU will then merge wherever it's possible to do so.

The ramifications of these changes will significantly affect the ITU's bargaining power for the remainder of the decade. It also will have profound legal and economic effects on the ITU-negotiated pension plan.

The next five years will be marked by greatly increased and sophisticated efforts to organize both by historically strong newspaper unions and those not as traditionally prominent, such as the CWA and the United Food and Commercial Workers International union. The Guild and others will push hard in the white-collar areas in their desperate search for new members.

The courts and the National Labor Relations Board will continue a trend to reverse the pro-union decisions. They will inject a more even-handed approach that will lessen the unions' ability to discipline and control their members—and will stop some of the sanctioned interference with employers' proper management functions.

Supervisory and management training will be an area of major and increasing emphasis. It will be based on the fundamental proposition that good management should provide a strong payback in higher employee morale and greater efficiency in all departments, including the newsroom.

Also to be emphasized are programs to increase the number of women and minorities entering the industry. There will be particular attention to their development into managerial and professional positions.

Evolving problems in the second half of the decade that will try human-resource professionals will include the "comparable worth" pay issue for women.

It is almost inevitable that the compelling need for more tax revenue will result in greater taxation of employee benefits. That will demand an analysis of benefits programs and the manner in which money is spent on them to provide maximum benefit with the least onerous tax consequences.

But at the same time, the next five years should present relatively low, stable inflation that will ease pressure on wages.

And there will be a continuing trend of concessions from labor.

The period also will be marked by "reality bargaining" as a result of the early 1980s recession and the understanding by management and unions that they must work together. Changing technology, fickle demands of the marketplace, and the multiplicity of competitors demand it. □

Training

Robert L. Burke of ANPA was true to the mark in January 1980 when he attempted to project newspaper training and career development needs. He correctly anticipated:

- Circulation training programs have especially proliferated, with distribution a crucial factor in marketing plans, news-editorial and advertising zoning, increased single-copy sales, special target selling efforts, and elaborate promotion campaigns.
- Strategic and long-range planning are part of virtually every management-skills program these days.
- Managerial- and supervisory-development seminars and workshops have sprouted everywhere. Stress management, team-building, organizational development, leadership styles and communications skills are being emphasized as managers deal with new attitudes and values of the 1980s work force.

What lies ahead for the rest of this decade? Here are several possibilities, as changing technology, readership needs, advertising requirements and management tactics force newspaper training and staff development into new directions.

1. We, as an industry, have only begun to focus on modern management and supervisory techniques. The entire field of human behavior in the workplace, internal communications, disciplining, performance evaluation, goal-setting, strategic planning and the plain old-fashioned art of listening will receive even broader attention. Larger newspapers, groups and corporations will continue to send promising executives to advanced management programs like the one at Harvard University.

2. More cross-training efforts will be undertaken, both in-house and outside the newspaper, as managers are urged to understand one another's jobs and responsibilities. The American Press Institute will offer two new seminars in 1985 that address this cross-training purpose. One, "The Non-News Side of Newspaper Publishing," is for editors and newsroom managers who need a working knowledge of how non-news operations and departments function. The second, "News-Editorial Management for Non-News Executives," will cover newsroom operations and decision-making for those in general management who have never worked in news.

Cross-training will promote the use of productive management teams or task forces throughout newspapers as we move away from the tradition of specialized professionals running strictly vertical departments.

3. There will be attempts to develop "communications executives," those at the general manager or planning director level. Using the newspaper as the company anchor, they will become involved in new-product development (such as direct-mail newsletters), in selling portions of the newspaper's information base to other forms of transmission, in creating new revenue sources and in building other diversified media services.

4. There will be an everlasting attempt to improve quality as publishers upgrade the newspaper page by page, section by section. Training conferences will be plentiful on ethics and standards, writing and editing, photo and graphics quality, color quality, design and packaging quality, advertising effectiveness, and printing and reproduction quality.

Training programs, especially those that mix members from all parts of the United States and Canada, will provide newspapers with the ideal method for improving quality—by comparison and self-examination. Thus, API and other training organizations will build in even more workshop sessions that contain hard-hitting critiques and candid analyses of attendees' papers.

5. Between now and 1990, these issues will be at the forefront of debate and discussion in training sessions: technology and its cost-efficiencies, as well as its contribution to quality improvement; content selection and intelligent page design that makes efficient use of expensive newsprint; methods for improving the public perception of newspapers; ways of evaluating promotion effectiveness; new research that reinforces advertiser interest in the strong sales impact of newspapers; and ways to explain the benefits of the newspaper to readers and advertisers.

6. Training of all kinds, whether a weekend management retreat 20 miles from the newspaper or a nine-day seminar in Reston, Va., will continue to offer a variety of intangible values: a means of staying current with newspaper trends and issues; practical problem-solving approaches to tough management situations; stimulation and inspiration from discussion leaders and other seminar members; a renewed sense of professionalism; personal growth; and the assurance that your newspaper is working in the right direction.

The tendency to share techniques and ideas while learning, whether at a national conference or a weekend regional workshop, will continue to build the newspaper industry's strength in the years ahead. □

Training conferences will be plentiful on ethics and standards, writing and editing, photo and graphics quality, color quality, design and packaging quality, advertising effectiveness, and printing and reproduction quality.

BY FRANK QUINE

Quine is director of the American Press Institute in Reston, Va.

Education

For the next five years, some strong outside influences, such as the drop in government funding for education and the demand for stricter graduation requirements and performance, will affect NIE and journalism education.

BY JUDITH D. HINES

Hines is vice president and director/ ANPA Foundation

A sidelong look at our January 1980 predictions finds them holding up fairly well. Either we guessed well or knew better than to go too far out on a limb.

Taking the bad news first, the major misreading of the future of the Newspaper in Education program was a prediction that television and newspapers would become tied together through combined educational efforts. That hasn't happened, though several abortive attempts are now in the record book.

In journalism education, we assumed that significant numbers of internships in circulation, advertising, marketing and promotion departments at newspapers would be offered to journalism and business-administration students. That's still a solid idea, but it hasn't taken hold.

Now for the good news regarding our forecast of five years ago:

The crystal ball cleared with fulfillment of our prediction that adult education would take on new significance. Programs and materials in this area have multiplied in the last two years, as have ANPA Foundation's working relationships with national adult-literacy groups.

We were right, too, when we said that newspapers would develop new techniques, such as in-paper features and PTA workshops, to help parents share the fun of learning with their children by using the newspaper.

We predicted there would be new and stronger state and regional NIE organizations. Thanks to the emergence of NIE Week—a major innovation *not* foreseen in 1980—there is an NIE committee in every state to plan NIE Week activities.

As for journalism education, we predicted that the "total newspaper" approach would be accepted in journalism schools. A recent survey indicates there are more than 150 courses now being offered to news-editorial students on media economics, management and marketing.

We forecast that more reporters, either as new graduates or at mid-career, would find it necessary to specialize in areas such as economics, health and energy.

Indeed, many journalism schools now require concentration in subject areas beyond the skills courses, and some have started added specialities such as medical reporting to their own curriculum.

And the next five years? Some strong outside influences, such as the drop in government funding for education and the demand for stricter graduation requirements and performance, will affect both NIE and journalism education. These and other factors lead us to predict that:

- Public/private partnerships in education will grow. Individuals, community organizations and businesses will take a more active part in schools' day-to-day operations. Newspapers will be asked—and will want, for the sake of community relations—to mount educational projects beyond NIE.
- Programs to combat illiteracy at all ages will receive greater attention. For obvious reasons, newspapers must be involved.
- NIE will grow from within—changing and expanding the current 600 programs—rather than as a result of the addition of many new programs.
- The number of news-editorial students will continue to drop, as it has for several years. Moreover, perceptions about the viability of the newspaper business and about comparative starting salaries may loosen newspapers' present hold on journalism students with highest grades.
- Minority journalism programs at all levels of education will grow in number and effect. Hispanic and Asian-American programs will receive attention that may have been lacking in the past.
- Writing skills will claim their proper place among the "three Rs," just as reading performance has improved in the last five years. This will influence both NIE and journalism education, and perhaps tie them together in new ways.
- Many journalism schools will continue to hurt badly for money for faculty, travel and facilities. A large number of accredited programs are at public universities in states where tax revenues earmarked for education are scarcely maintaining the status quo.

Experiments in electronic publishing will continue the rest of this decade, but the real telecommunications "explosion" will not take place until the next decade. Eventually, however, the general public will view print media, television, radio, cable TV, teletext, videotex and other computer-based information technology as interchangeable parts of a whole information package.

Efforts will continue to uphold First Amendment rights, and they will be highlighted by celebration of the bicentennial of the U.S. Constitution in 1987. Many press and educational associations—and probably even some groups that do not always share our views—will pay special heed to the importance of free speech in a democracy. □

JANUARY 1985

presstime

The Journal of the American Newspaper Publishers Association

index 10

**subject index
covering
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through
December 1984**

ACCESS TO INFORMATION
[See FREEDOM OF THE PRESS]

ACQUISITIONS
[See NEWSPAPER OWNERSHIP]

ADVERTISING

Classified
- — ANCAM approves office move to The Newspaper Center, July, p. 72
- — Use of credit cards for classifieds, subscriptions offers many advantages, Aug., p. 22
- — Common use of electronic delivery of classified advertising deemed unlikely by 1994, survey says, Aug., p. 39
- — Computerized U.S. Job Bank generates concern for newspapers' classified ad executives, Aug., p. 44
- — Classified advertisers' planbook available, Nov., p. 49
- — Selling classifieds becoming more complex, Dec., p. 36

Coupons
- — John Blair reports good news and bad, Aug., p. 44
- — Test planned on promotion of coupons, Sept., p. 42
- — Presstime's Special Report on coupons, Dec., p. 13
- — The "Coupon Convention": Where people elevate couponing to art form status, Dec., p. 16

Preprints [See also POSTAL AFFAIRS]
- — A look at advertising insert equipment presented at OMCE Conference, July, p. 33
- — Canada's preprint mail service draws publishers' ire, Sept., p. 36
- — Newspapers ponder acceptance of "brokered advertising," Oct., p. 47
- — Philadelphia preprint distributor files antitrust suit against Advo, Dec., p. 35
- — Advo/Blair shake-up stirs concern for newspaper advertising, Dec., p. 35

Revenue
- — Good news gets better as Coen brightens his forecast, Sept., p. 42
- — Ad expenditures continue '84 climb, Oct., p. 48

Size standards
- — Papers hit for charging premium for ads varying from SAU" sizes, Aug., p. 43
- — Canadian papers develop ad standardization program, Oct., p. 48
- — SAUs cause some papers problems with U.S. Postal Service, Oct., p. 48
- — SAU symbol, design granted trade marks, Nov., p. 48

General
- — What do retailers need from the newspaper industry? July, p. 18
- — OMCE General Session message clear: Improve your marketing, July, p. 30
- — Publishers urged to study ROP versus direct mail, July, p. 33
- — What one major retailer wants from the newspaper industry, July, p. 33
- — New rate packages, modern marketing can dull the effect of direct mail, July, p. 34
- — Court overturns ban on cable liquor ads, July, p. 48
- — Senate panel OKs lottery ads bill, July, p. 52
- — ANPA Technical Committee to monitor test of satellite delivery system for ad copy, July, p. 57
- — Knight grant funds ad center at UNC, July, p. 58
- — Lottery ad law reform stalled, Aug., p. 38
- — Newspapers ponder advertising codes, Aug., p. 43
- — NAB presents 10 things to think about for advertising's future, Aug., p. 45
- — Texan warns of more attempts to tax newspaper advertising sales, Aug., p. 62
- — Advertising on campus: J-schools seek qualified instructors while newspapers seek to improve their image, Sept., p. 14
- — FTC issues policy on ad claims, Sept., p. 33
- — Shedding more light on ad readership, Sept., p. 37
- — Alcohol advertising rules changed, Sept., p. 42
- — Zap: Out go the commercials, Oct., p. 11
- — Advertising rep firms take on leadership role, Oct., p. 14
- — With era of cost reduction over, it's time to address strategies, Oct., p. 49
- — Planning begins on revising technical manuals for advertisers, Oct., p. 57
- — Congress passes bill to place four new health warning messages on cigarettes, Nov., p. 32
- — Azcuenaga nominated for FTC post, Nov., p. 35
- — Plans dropped to compare reader, broadcast data, Nov., p. 48
- — Advo disclaims rights to "TMC," Nov., p. 48
- — Telemarketing can be efficient sales tool, Nov., p. 49
- — Newspapers fare poorly in battle for 1984 political ad dollars, Dec., p. 37
- — "Creative Newspaper 9" examines exemplary ads, Dec., p. 37
- — More newspapers to participate in AD/SAT test, Dec., p. 46

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

Committees
- — ANPA Technical Committee to monitor test of satellite delivery system for ad copy, July, p. 57
- — Government Affairs Committee airs concerns over SEC scrutiny, Oct., p. 42
- — ANPA committees make recommendations to help integrate electronic publishing information into J-schools, Nov., p. 37
- — Newhouse succeeds Silha as chairman of postal task force, Dec., p. 37

Convention
- — "Creative Brain" rated most valuable Convention program, Aug., p. 63
- — Sites of future Conventions, Oct., p. 64

ANPA Foundation
- — Schumaker, Schurz, Ottaway named to Foundation posts, July, p. 58
- — Northwest literacy conference cancelled, July, p. 58
- — Foundation names new editor, Sept., p. 68
- — Updated version of library guidelines available from Foundation, Nov., p. 41
- — Two more programs on illiteracy dropped due to lack of interest, Nov., p. 42
- — Six educators receive Foundation grants to attend ANPA-sponsored seminars, Nov., p. 42
- — ANPA Foundation updating First Amendment quotations booklet, Dec., p. 60

New members
- — July, p. 72; Sept., p. 68; Oct., p. 64; Nov., p. 60; Dec., p. 60

Operations Management Conference & Exposition
- — Impact '84: Issues and Answers, July, p. 22

— More than 200 vendors wow the publishers, July, p. 24
— Johnson sets tone by noting milestones in technology's evolution over last two decades, July, p. 29
— Computer-generated voice greets OMCE attendees, July, p. 37
— U.S. Bureau of the Census has booth at Conference, July, p. 37
— Newspaperman wends his way through maze of exhibits, July, p. 40
— Cassettes available, July, p. 42
— Speeches available, July, p. 63
— Sites of future OMCEs, Oct., p. 64

Personnel
— Neergaard heads environmental staff, Aug., p. 63
— David Rambo named prestime assistant m.e., Oct., p. 64
— Barbara Friedman named prestime staff writer, Nov., p. 60

Publications
— Cable Resource Guide published by ANPA Telecommunications Department, July, p. 56
— New ANPA report on transmission guides available, July, p. 59
— Intern manual available from ANPA Foundation/INAME, Aug., p. 46
— "Newsprint Statistics 1983" available, Aug., p. 59
— Minorities story reprint available from ANPA Public Affairs Department, Sept., p. 39
— ANPA Foundation/NIE publish "Elections 1984," Sept., p. 41
— Planning begins on revising technical manuals for advertisers, Oct., p. 57
— ANPA Telecommunications Department offers calendar of events, Nov., p. 37

General
— ANPA Telecommunications Department to track newspaper/cable cost-and-revenue data, July, p. 56
— Easton research building back on market, July, p. 72
— ANPA's gift of press still undelivered, Aug., p. 37
— ANPA health-care survey finds newspapers stress cost containment, Oct., p. 54
— ANPA Technical Services Department to survey scanner users, Oct., p. 58
— ANPA urges elimination of fairness doctrine, Nov., p. 35
— ANPA drafts list of Pentagon contingency pool sources, Nov., p. 38
— ANPA's Friedheim warns Red Cross against participation in "safety of journalists" conference, Nov., p. 44
— Grenada-bound press goes instead to St. Vincent, Nov., p. 44
— ANPA-ABA film explores media law, Dec., p. 32
— ANPA program charts trends in quality of newsprint, Dec., p. 56

ANTITRUST

General
— Weeklies file more TMC suits, July, p. 49
— California daily awarded $2.1 million in damages following antitrust suit trial, Aug., p. 35
— Favorable story about judge disrupts case against paper, Sept., p. 35
— Antitrust suit filed by Sports Eye newspaper set for trial, Sept., p. 35
— Suit filed against Ogden, Utah, paper over TMC product, Nov., p. 34
— Rulings favor daily papers in disputes over TMC products, Dec., p. 32
— Philadelphia preprint distributor files antitrust suit against Advo, Dec., p. 35

BOOKS

General
— New book provides inside stories on top investigations, Sept., p. 39
— Journalistic philosophy explored in depth by two professors, Sept., p. 57
— Digest of articles puts communications in global perspective, Sept., p. 57
— "Compunications" and its effects, Oct., p. 64
— When newspaper ownership changes hands, Oct., p. 64
— An inside look at government press offices, Oct., p. 64
— Determining the best ad strategy, Dec., p. 41
— Technology aids modern design, Dec., p. 41

BUSINESS AND FINANCE
[See NEWSPAPERS]

CIRCULATION
[See also POSTAL AFFAIRS]

Audit Bureau of Circulations
— ABC audit adjusts figures in Houston, Aug., p. 47
— ABC Data Bank established, Sept., p. 42
— Newspaper publishers should get personally involved in ABC, Oct., p. 35
— ABC: Responding to change in the marketplace, Nov., p. 12
— M. David Keil: Guiding the ABC through change, Nov., p. 30
— ABC debates ZIP-code audits, Dec., p. 48

Carriers
— Kansas City contract carriers ask for Supreme Court hearing, Aug., p. 35
— Youth carriers still predominate, Aug., p. 46
— Newspapers seek new ways to increase carriers' safety, Sept., p. 6
— Phoenix papers offer carrier safety tips, Sept., p. 7
— Death sentence given in slaying of carrier, Nov., p. 47
— Carrier-safety tips evolve into plan for all kids, Dec., p. 48
— Wristband idea for carriers expands, Dec., p. 48

Delivery
— Innovations in single-copy sales, July, p. 6

General
— USA Today audit: Paid total of 1.138 million, July, p. 60
— Use of credit cards for classifieds, subscriptions offers many advantages, Aug., p. 22
— Test will measure effect of same-day coupon promotion on single-copy sales, Sept., p. 42
— Circulation departments reflect new professionalism, Nov., p. 31
— Subscription tiff tentatively settled, Nov., p. 35

EDUCATION

Journalism education
— Knight grant funds ad center at UNC, July, p. 58
— Journalists in Residence program seeks funds, Aug., p. 47
— Advertising on campus: J-schools seek qualified instructors while newspapers seek to improve their image, Sept., p. 14
— New accrediting standards opposed by AEJMC Advertising Division, Sept., p. 15
— Recommendations made for integrating electronic publishing information into J-schools, Nov., p. 37

— ACEJMC retains "75:25" rule, Nov., p. 40
— Teaching of ethics on the rise, Nov., p. 41
— Six educators receive grants to attend seminars, Nov., p. 42
— Students learn ins and outs of producing TMC paper, Nov., p. 43
— Campus press: Hired hands help students apply business practices to their newspapers, Dec., p. 6
— Few courses found for some "J" majors, Dec., p. 38

Minorities
— Presstime's Special Report on minorities, Aug., p. 14
— Eight minority fellowships awarded, Sept., p. 41

Newspaper In Education
— NIE projects now conducted at 598 papers, Sept., p. 41
— NIE Week preparations under way, Sept., p. 41
— Camera-ready house ads promoting NIE available from ANPA Foundation, Nov., p. 42
— New NIE curriculum plan offered for high school students, Nov., p. 42

General
— Higher education "neglected," say reporters on the beat, July, p. 59
— How one newspaper encourages reading, Sept., p. 20
— Newspapers are involved in a variety of reading projects, Sept., p. 24
— Two more programs on illiteracy dropped due to lack of interest, Nov., p. 42

EMPLOYEE RELATIONS

Arbitration: discharge, discipline cases
— Discharge of circulation department district manager accused of dishonesty overturned, Aug., p. 50
— Discharge of mailers' union president for insubordination sustained, Aug., p. 50
— Arbiter sustains discharge and later reinstatement of composing room employee, Aug., p. 50
— Discharge of trainee district manager overturned, Aug., p. 50
— Discharge for profanity upheld, Sept., p. 47
— Arbiter upholds firing for misappropriation of funds, Dec., p. 53
— Sports reporter's firing upheld, Oct., p. 55
— Mailer's discharge for insubordination sustained, Oct., p. 55
— Discharge of pressman for alleged industrial sabotage converted to disciplinary suspension, Dec., p. 53
— Discharge of dispatch department driver for poor work performance sustained, Dec., p. 53

Arbitration: interpretive disputes
— Paper ordered to restore pressmen's health plan, July, p. 65
— Seattle daily upheld in severance-pay dispute, Aug., p. 50
— Use of new camera in news-art department does not violate union's jurisdiction, Aug., p. 50
— Mailers who work less than five shifts a week lose full-time status, Aug., p. 50
— Contract not violated for failure to transfer two employees to new department, Aug., p. 50
— Management's right to determine location for checking newspaper returns sustained, Aug., p. 50
— Reassignment of advertising dispatch employee upheld, Aug., p. 50
— No violation for assigning photoengraver's work to pressmen, Aug., p. 50
— Circulation employee ruled not entitled to pay for work missed while having his glasses replaced, Aug., p. 50
— No violation of labor agreement for making a change in mailroom inserting operation, Aug., p. 50
— Printer substituting for regular employee entitled to sickness/accident benefits, Aug., p. 50
— Labor agreement found to be no longer in effect after union struck newspaper, Aug., p. 50
— St. Louis Guild wins pay case for photographers, Aug., p. 50
— No violation of labor agreement by creating combination mark-up/keyboard operator job, Oct., p. 55
— Arbiter sustains company's denial of collection bonus to employee, Oct., p. 55
— Union given timely lay-off notice pursuant to joint operating agreement, Oct., p. 55
— Dual writing/photography assignment not violative of contract, Dec., p. 53
— Newspaper upheld in change of medical/life insurance carriers, Dec., p. 53
— Funeral leave pay properly denied, Dec., p. 53
— Union does not have exclusive jurisdiction over restarting production computer, Dec., p. 53
— No violation of labor agreement by transferring employee to pressroom from composing room, Dec., p. 53

Contract settlements
— Chicago Sun-Times and Chicago Tribune, Teamsters, July, p. 65
— Rocky Mountain News, Denver, GCIU, July, p. 65
— Newsday, Long Island, N.Y., GCIU, July, p. 65
— San Jose (Calif.) Mercury News, GCIU, July, p. 65
— Washington Post, ITU, July, p. 65
— Baltimore News American, GCIU, Sept., p. 45
— Milwaukee Journal and Sentinel, GCIU, Sept., p. 45
— Toronto Globe and Mail, GCIU, Sept., p. 45
— Houston Post, GCIU, Nov., p. 51
— Indianapolis Star and News, GCIU, Nov., p. 51
— Indianapolis Star and News, ITU, Nov., p. 51
— Memphis Commercial Appeal, GCIU, Nov., p. 51
— San Antonio Light, Guild, Nov., p. 51
— San Antonio Light, ITU, Nov., p. 51
— San Diego Union and Tribune, ITU, Nov., p. 51
— Baltimore Sun, IBT, Dec., p. 52
— Baltimore Sun, ITU, Dec., p. 52
— Boston Globe, independent, Dec., p. 52
— Minneapolis Star and Tribune, IBT, Dec., p. 52

Court decisions
— NLRB overturned by appeals court on daily's refusal to bargain, July, p. 65
— Newspapers seeks reversal in "firing" case, Aug., p. 51
— Seniority system validity upheld, Aug., p. 51

Equal Employment Opportunity Commission
— Reagan names Rosalie Gaull Silberman to fill EEOC vacancy, Sept., p. 46
— New York Daily News charged with racial discrimination, Oct., p. 54

NLRB decisions
— Company's work assignment upheld, July, p. 66
— Firing did not violate act, July, p. 66
— Deliverers' union took illegal action, July, p. 66
— Discharge lawful, but judge orders new election, July, p. 66
— Union bid reinstated in Baltimore, Aug., p. 50
— Deliverers' assignments upheld by NLRB, Aug., p. 51
— Judge's findings in Paterson, N.J., case overturned, Sept., p. 45
— Mailers named in complaint, Sept., p. 46
— NLRB revokes two certificates, Sept., p. 46

— Judge upholds News American on complaint, Sept., p. 48
— Right to resign cannot be limited, Sept., p. 48
— Deliverers' union found in violation, Sept., p. 48
— NLRB rules against Guild on resignations from union, Nov., p. 51
— Board decisions in Greensboro uphold newspaper and union, Nov., p. 51
— NLRB judge rules for union in decade-old dispute, Dec., p. 51
— Ohio newspaper upheld again in election case, Dec., p. 51
— Guild resignation provision found unlawful, Dec., p. 51
— California daily appeals order on new contract, Dec., p. 53
— Circulation unit "clarified," Dec., p. 53
— Union held not entitled to information, Dec., p. 53
— Referral case settled, Dec., p. 53
— A more conservative NLRB turns labor law in new direction, Dec., p. 54
— Two newspaper cases stuck in NLRB backlog, Dec., p. 55

Personnel relations
— More papers now turning to computerized personnel record systems, July, p. 12
— Holistic: The "whole person" approach to personnel management offers alternatives for growth, Oct., p. 32
— Health-care survey finds newspapers stress cost containment, Oct., p. 54
— Training: Everybody's getting into it, Nov., p. 26
— Training: Time away from job benefits all, Nov., p. 29
— Occupational outlook presented by U.S. Labor Department, Nov., p. 52

Representation elections
— Hammond (Ind.) Times, GCIU, July, p. 65
— Milwaukee Journal and Sentinel, Guild, July, p. 65
— Olympia (Wash.) Olympian, GCIU, July, p. 65
— Redding (Calif.) Record Searchlight, GCIU, July, p. 65
— Sarasota (Fla.) Herald-Tribune, GCIU, July, p. 65
— Yakima (Wash.) Herald-Republic, ITU, July, p. 65
— Anderson (Ind.) Herald and Daily Bulletin, GCIU, Sept., p. 46
— Fairfield (Calif.) Daily Republic, NCNOC, Sept., p. 46
— Edmonton (Alberta) Journal, GCIU, Sept., p. 48
— Boston Globe, IBEW, Nov., p. 50
— Birmingham Post-Herald and News, GCIU, Nov., p. 50
— Cocoa (Fla.) Today, IBT, Nov., p. 50
— Glens Falls (N.Y.) Post-Star, Guild, Nov., p. 50
— Newsday, Long Island, N.Y., GCIU, Nov., p. 50
— Watsonville (Calif.) Register-Parajaronian, GCIU, Nov., p. 50

Strikes
— Montreal Gazette again publishing after unions settle dispute, Oct., p. 54
— Canadian daily publishing again after long shutdown, Nov., p. 51
— Dispute over wages closes San Juan daily, Dec., p. 51

Union organization and policy
— McMichen sworn in as head of a divided ITU, Sept., p. 44
— GCIU convention set for Hollywood, Fla., Sept., p. 46
— ITU's McMichen given 90 days to get merger agreement, Oct., p. 52
— Court lifts injunction against ITU merger efforts, Nov., p. 50
— ITU leaders urge locals to stay within the fold, Dec., p. 50

General
— Wages: Who earns what?, Aug., p. 6
— Bankruptcy law signed, Aug., p. 50
— Strike paper appears dead in California, Sept., p. 45
— Member of NLRB will leave post, Sept., p. 45
— Congress passes bill aimed at equalizing pension plans, Sept., p. 46
— Toronto Star accused of rights violation, Oct., p. 54
— NLRB general counsel finally seated, Nov., p. 51
— Health issues addressed at symposium, Nov., p. 52
— Wage hikes average 5 percent, Nov., p. 52
— Newspaper executive's brake line cut after negotiations, Nov., p. 56
— UPI technicians reject pay-cut contract, Dec., p. 51
— Study shows sharp decline in union membership, Dec., p. 52
— Newspaper white-collar labor pacts topic of ANPA study, Dec., p. 52
— Cleveland Press lawsuit settled, Dec., p. 53
— A more conservative NLRB turns labor law in new direction, Dec., p. 54

FREEDOM OF THE PRESS
[See also WORLD PRESS]

Access to information
— Canada's media rights untested, July, p. 10
— News groups protest legislative proposal to repeal law giving FOIA cases priority on federal court hearing calendar, July, p. 52
— Uniform Criminal Records Act proposal being developed by National Conference of Commissions on Uniform State Laws, July, p. 52
— FOI Day bill introduced in Senate, July, p. 52
— Media to appeal Washington State law against exit polling, Aug., p. 35
— Bill would block review pacts, Aug., p. 38
— Panel OKs FOIA exemption, Sept., p. 34
— Most Supreme Court justices support right of access, evidence shows, Sept., p. 37
— Presstime Special Report on police impersonating the press, Oct., p. 16
— One newspaperman defends cooperation with police, Oct., p. 18
— How about the reverse: reporters posing as cops?, Oct., p. 20
— Advisory panel urges Congress to make changes in open-meeting law, Oct., p. 45
— Canadian press not confident that Mulroney will be more accessible to them than his predecessors, Oct., p. 62
— Congress passes bill to free CIA from searching for some types of information requested under FOIA, Nov., p. 32
— Court of Appeals rules police department did not violate Virginia's Freedom of Information Act, Nov., p. 34
— Panel says judge erred in upholding constitutionality of law against exit polling, Dec., p. 33
— Action brought in connection with Illinois' new Freedom of Information Act, Dec., p. 33
— SPJ/SDX to open FOI Center in March, Dec., p. 41

Confidential source/reporters' shield
— Supreme Court justice stays jailing of writer, July, p. 49
— Jailed editorial writer seeks legal reform, Aug., p. 35
— Reporter agrees to testify in open court; criminal contempt charges lifted, Oct., p. 45
— Massachusetts court asked to establish rules to protect confidential news sources, Dec., p. 33

Courtroom closure
— Bid for cameras in federal court room rejected, Nov., p. 34
— Chief Justice Burger calls television in the courtroom "the most destructive thing in the world", Dec., p. 33

Ethics
— Teaching of ethics on the rise, Nov., p. 41

BEST AVAILABLE COPY

First Amendment Congress
— First Amendment Congress seeks headquarters, Oct., p. 51
— First Amendment Congress planned for '87, Dec., p. 41

Libel
— Dow Jones & Co. agrees to pay $800,000 to settle libel suit, July, p. 49
— Libel suit may proceed even after plaintiff's death, N.J. Supreme Court says, July, p. 49
— Connecticut Supreme Court sustains public-official ruling in favor of The (Stamford) Advocate, July, p. 49
— Fight frivolous libel suits by seeking restitution of newspaper's legal fees, Aug., p. 31
— Libel insurance premiums raised due to costs, Aug., p. 61
— Updated LDRC study shows media winning more libel suits, Oct., p. 44
— Nobel prize winner Schockley awarded $1 in libel suit damages, Oct., p. 45
— Herbert libel case to go to trial, Nov., p. 35
— Court upholds libel verdict against Texas newspaper, Dec., p. 33

Media search
— Edmonton Daily prevails in challenge to search, Oct., p. 44

Prior restraint
— SEC actions stir protests by press groups, July, p. 48
— "Insider" trading bills feared as menacing, Aug., p. 38
— "Insider trading" measure signed, Sept., p. 34
— Court allows Stock Market Magazine to continue publishing pending appeal, Sept., p. 35
— SEC enforcement activity raises some First Amendment concerns, Oct., p. 42
— Supreme Court to review controversial SEC First Amendment case, Nov., p. 33
— Official refutes accusation that SEC is trying to "erode First Amendment guarantees of a free press," Nov., p. 39
— Vermont court asked to overturn orders blocking disclosure of pretrial records, Dec., p. 33

General
— California Supreme Court upholds First Amendment rights of citizen's group, July, p. 49
— Federal judge rules Defense Department within its rights in banning Grenada news coverage, July, p. 49
— Broadcast "Freedom" act rejected, July, p. 52
— Supreme Court rules on three First Amendment cases, Aug., p. 34
— Resolution seeks election-day restraint, Sept., p.34
— Court to decide six media-related cases, Oct., p. 43
— Judge says newsrack placement ordinance violates free-press rights, Oct., p. 45
— As Congress rushes to adjourn, three bills of interest to press passed the House, Oct., p. 45
— McClatchy Newspapers charges Laxalt with First Amendment violations, Nov., p. 34
— Santa Fe judge revives invasion-of-privacy suit against Indian tribe, Nov., p. 34
— One criminal charge dropped against Winans, but he still faces misuse of "confidential" information charge, Nov., p. 34
— MTA newsrack rules upheld: Parties seek reconsideration, Nov., p. 35
— ANPA-ABA film explores media law, Dec., p. 32
— Media in-house counsel meet to discuss topics of mutual interest, Dec., p. 33
— Supreme Court decision does not change rules on how money can be illustrated, Dec., p. 58
— First Amendment quotations booklet being updated, Dec., p. 60

LABOR
[See EMPLOYEE RELATIONS]

LIBEL
[See FREEDOM OF THE PRESS]

NEWS-EDITORIAL

General
— The anonymous source has become an institution, July, p. 16
— Investigative reporting: There's still a commitment to Watergate-style digging, Aug., p. 24
— Beware liberal bias, Murdoch warns elite, Aug., p. 42
— Food sections: "Canned" copy is out, nutrition and gourmet recipes in, Sept., p. 10
— Will the Old Journalism of Despair give way to the New Journalism of Hope?, Sept., p. 29
— Pentagon accepts plan to ensure news coverage of operations, Sept., p. 38
— News executives of groups gingerly coach from sidelines, Oct., p. 12
— How some of the best small dailies cover the news, Nov., p. 16
— Small papers win their share of Pulitzers too, Nov., p. 20
— Rising to the challenge of covering a hometown disaster, Nov., p. 22
— More newspaper slots sought for Pentagon contingency pool, Nov., p. 38
— ANPA drafts list of Pentagon contingency pool sources, Nov., p. 38
— SEC official defends actions, Nov., p. 39
— Parade readers tell papers what they're doing wrong, Dec., p. 40
— Pools of various sizes and composition planned by Pentagon, Dec., p. 40
— Booklet summarizes public's perception of newspapers' credibility, Dec., p. 41

NEWSPAPER OWNERSHIP

Acquisitions/mergers/new publications/suspensions
— Small city's second paper folds after publishing 11½ months, Aug., p. 63
— Recent acquisitions, Sept., p. 64; Oct., p. 63; Nov., p. 57
— Morning, evening staffs merged at papers in two Georgia cities, Sept., p. 65
— More a.m.-p.m. mergers announced, Oct., p. 63

Joint operating agreement
— Tucson JOA sued over shoppers, Oct., p. 45

General
— Canadian publishers object to government aid to weekly, Aug., p. 60
— Fired Whelan says Moon aides now control Washington Times, Aug., p. 62
— N.Y. daily changes name to settle suit, Aug., p. 57
— Newspaper groups and profit motive subject of survey, Dec., p. 38
— Register and Tribune Co. to weigh offers, Dec., p. 58

NEWSPAPERS

Business and finance
- — Reuters stock sold for $309 million, July, p. 71
- — Libel insurance premiums raised due to costs, Aug., p. 61
- — UPI works on other deals besides sale of foreign photo operation, Aug., p. 61
- — Christian Science Monitor printing at fifth U.S. plant, Aug., p. 61

Circulation [See CIRCULATION]

Design
- — Newspaper design: Four viewpoints, July, p. 14
- — Society of Newspaper Design sets annual workshop, Sept., p. 40

Electronic technology
- — Pagination's promise tempered by warnings about potential pitfalls, July, p. 43
- — Personal computers are booming, but problems are looming, July, p. 45
- — AP satellite receiving dishes now can transmit too, July, p. 56
- — Norfolk newspapers institute Atex "modular output," July, p. 61
- — Others besides newspapers try to catch the public eye with electronics, Aug., p. 12
- — Computer monitors page makeup, Aug., p. 56
- — AP/New Graphics to provide newspapers with electronic graphics library, Aug., p. 57
- — CAD/CAM: Computer aided design/ computer aided manufacture, Sept., p. 8
- — "Smart dummies" fit copy, Sept., p. 40
- — Olympics and the conventions: More color, new techniques, Sept., p. 58
- — Switching panel saves both nerves and down time, Sept., p. 61
- — Scanner users to be surveyed, Oct., p. 58
- — More newspapers using color scanners for editorial color, Dec., p. 8
- — Gannett plans electronic service, Dec., p. 46

Equipment/machinery/processes
- — More than 200 OMCE vendors wow the publishers, July, p. 24
- — A look at insert equipment, July, p. 33
- — A look at color by an advertiser, publisher, editor and production chief, July, p. 35
- — Color reproduction requires cooperation, July, p. 36
- — Newspaper production lab opened at Rochester Institute of Technology's School of Printing, July, p. 62
- — New microprocessor-based mailroom system improves handling of odd-count bundles, Sept., p. 60

Forecasts
- — With era of cost reduction over, it's time to address strategies, Oct., p. 49

Free circulation publications
- — Free paper wins again on bid for second-class rates, July, p. 51
- — Court review is sought in free-paper ruling, Aug., p. 35
- — Canadian publishers object to government aid to free weekly, Aug., p. 60
- — USPS to appeal free-circulation weekly second-class, in-county postal rates decision, Sept., p. 35
- — Pact reached on dispute over free weekly, Nov., p. 56
- — ANPA objects to second-class mail for free weekly, Dec., p. 33

Marketing/promotion
- — What do retailers need from the newspaper industry?, July, p. 18
- — OMCE General Session message was clear: Improve your marketing, July, p. 30
- — What one major retailer wants, July, p. 33
- — New rate packages, modern marketing can dull the effect of direct mail, July, p. 34
- — Newspaper marketing: How it's changed, Dec., p. 20

Minority employment/women
- — Presstime's Special Report on minorities, Aug., p. 14
- — Organizations provide job banks for hiring minority journalists, Aug., p. 16
- — Minorities story reprint available from ANPA Public Affairs Department, Sept., p. 39
- — SPJ, SDX sets minorities goal, Dec., p. 41

Personnel
- — "Buddy" Ward: Once a printer, now company president, July., p. 17
- — Gerald Garcia: One of a kind, but wanting company, Aug., p. 30
- — Paddy Sherman: A sensible sort of fellow who nonetheless takes risks, Sept., p. 28
- — Virginia Fielder: Performing a balancing act in newspaper research, Oct., p. 34
- — M. David Keil: Guiding the ABC through change, Nov., p. 30
- — A look at those who sit on the boards of directors of publicly held companies that own newspapers, Dec., p. 26
- — John Seybold: Labor economist becomes sage of computerized publishing, Dec., p. 30

Printing/presses
- — Gannett asks flexo firm to edit ad circular, July, p. 37
- — Suddenly crowded lineup of press options may get another player: Flexography, July, p. 41
- — Globe and Mail adds fifth satellite plant, July, p. 72
- — Maintenance key to quality, press mileage, Aug., p. 53
- — Getting the most out of ink—and the least, Aug., p. 54
- — Christian Science Monitor to print at fifth U.S. plant, Aug., p. 61
- — Newspapers treating readers to original art, Nov., p. 5
- — Ink rub-off: Is a solution at hand? Nov., p. 6
- — Sealant helps newspapers keep pressroom floors clean, safe, Nov., p. 46
- — For flexography pioneers "if" has changed to "when," Dec., p. 42
- — Printing quality contest winners announced, Dec., p. 44
- — Lorain (Ohio) Journal to print national edition of New York Times, Dec., p. 44

Publishing schedules
- — Three more p.m. papers change to morning; one drops idea, Sept., p. 65
- — More a.m.-p.m. mergers announced Oct., p. 63

Suppliers
- — 'Anugwire' spurs progress, July, p. 62
- — Compugraphic signs OEM agreement with Bedford Computer Corp., July, p. 62
- — Original-equipment manufacturers agreement entered into by Itek and Hendrix, July, p. 62
- — American Hoechst Corp. sells EOCOM division to Gerber Scientific Inc. subsidiary, Aug., p. 57
- — Allied Corp. to spin off Mycro-Tek division of Mergenthaler Linotype Co., Aug., p. 57
- — Atex Inc. signs "letters of intent" for equipment purchases totaling $4.1 million, Aug., p. 57

— Teleram Communications Corp./Dulmont Electronic System Ltd. to market portable computer in North America, Aug., p. 57
— Nihon Information Center to market ECRM Autokon 8400 laser scanner, Aug., p. 57
— Goss Products Systems to market Quipp Inc. counter stackers under GPS product name, Aug., p. 57
— Liber Systems/Crosfield Data Systems enter into non-exclusive co-operative agreement on pagination research and development, Sept., p. 61
— AM International Corp. mails amended plan and disclosure statement to creditors, stockholders, Sept., p. 61
— Itek division renamed Unitex Inc., Sept., p. 61
— Anchor/LithKemKo agrees in principle to acquire Hydrographic Corp., Sept., p. 61
— U.S. Printing Ink acquires Sinclair & Carroll Co., Sept., p. 61
— King Press Corp. acquired by Publishers Equipment Corp. of Dallas, Oct., p. 57
— West German firm concludes license agreement for use of type font library, Oct., p. 57
— Western Lithoplate and Supply Co. changes name to Western Lithotech, Nov., p. 47
— ImagiTex completes second round of venture capital financing, Nov., p. 47
— Digital Equipment/ Computer Graphics Laboratories enter into electronic graphic arts marketing agreement, Nov., p. 47
— Harris Graphics makes initial public offering of common stock, Nov., p. 47
— Judge approves reorganization plans filed by AM International, Nov., p. 47
— Hercules Inc. acquires Winston Technologies, Nov., p. 47
— Compugraphic Corp. reorganizes into three divisions, Nov., p. 47
— Eastman Kodak forms new computer-disk division, Dec., p. 44
— Koening & Bauer/Egenolf signs agreement with two newspaper firms for offset press installations, Dec., p. 44
— French government seeks firm to take over Printing Division of Creusot-Loire, Dec., p. 44
— MAN-Roland USA creates division to supply spare parts, Dec., p. 44
— Motter Printing reorganizes flexography program, Dec., p. 44
— Pace-Pack signs preliminary partnership agreement to market Swiss presses, Dec., p. 44

General

— Technology calendar: July, p. 62; Aug., p. 57; Sept., p. 59; Oct., p. 57; Nov., p. 47; Dec., p. 44
— One day in the life of newspapering, Aug., p. 26
— Our Razzoopers are worth saving, Sept., p. 13
— "Bubble Boy's" mother thanks media, Sept., p. 39
— "Inside Story" scratched from fall TV lineup, Sept., p. 65
— Newspaper museums: There's no central display, Nov., p. 10
— Bad weather: Newspaper people get the job done when others don't, Dec., p. 11
— A look at those who sit on the boards of directors of publicly held companies that own newspapers, Dec., p. 26
— Newspaper lingo: It's a living language, Dec., p. 28

NEWSPRINT

Consumption

— Consumption continues upward climb for newspapers, all users, July, p. 67
— Consumption for 1983 up 3.8 percent, Aug., p. 58
— Two more months of rising consumption, Sept., p. 63
— Consumption climbs again in August; eighth straight month, Oct., p. 54
— Newsprint demand reaches 10.5 million tons, Nov., p. 55
— For ninth month in a row, consumption is up, Dec., p. 57

Labor

— Unions ratify pacts; one strikes, Aug., p. 59
— CPU strikes one newsprint mill in Quebec, but workers at six others agree to terms, Sept., p. 62
— Two mills are struck; settlements reached elsewhere, Oct., p. 60
— Strikes continue at two newsprint mills, Nov., p. 53

Machine and mills

— Canadian capacity seen stable, Aug., p. 58
— Stakes in St. Regis Corp. acquired by companies of Murdock and Bass Brothers Enterprises, Aug., p. 59
— Jefferson Smurfit Group obtains 9.3 percent of Southwest Forest Industries, Aug., p. 59
— MacMillan Bloedel rebuilding Powell River machine, Aug., p. 59
— Champion International agrees to buy St. Regis, Sept., p. 62
— Humber Newsprint Co. to buy Bowater's Corner Brook, Sept., p. 62
— Daishowa Paper Mfg. Co. to restudy possibility of adding paper machine at Quesnel River, B.C., mill, Sept., p. 62
— Kruger to acquire Bowater mill, Oct., p. 60
— Champion International proceeds with offer to acquire St. Regis, Oct., p. 60
— Bowater announces expansion project to increase production of lightweight, coated, groundwood paper, Oct., p. 60
— New pulp mill studies, Nov., p. 55

Prices

— MacMillan Bloedel/Crown Forest Industries/British Columbia Forest Products to raise prices, Aug., p. 59
— Firms postpone price increase after protests from publishers, Nov., p. 55

Recycling

— Scientists study new way to get mileage from old papers, Nov., p. 53

General

— Financial report of paper companies, first six months of year, Sept., p. 62
— Questions arise about forest death, Aug., p. 13
— Newsprint testing criteria ready, Aug., p. 58
— "Newsprint Statistics 1983" available, Dec., p. 59
— ANPA program charts trends in quality of newsprint, Dec., p. 56

NEWS RESEARCH

General

— "Television" provides "relatively small amounts of information about most (statewide political) races" study claims, July, p. 60
— Study shows pack journalism doesn't dominate presidential campaigns, July, p. 60
— Timeliness the most important news element in prize-winning pictures, July, p. 60
— Political press releases are important news sources, Aug., p. 41
— Net effect of editorial stance not likely to influence outcome of presidential election, Aug., p. 41
— Shedding more light on ad readership, Sept., p. 37
— Editorial pages are healthier than ever, survey shows, Sept., p. 37
— Newspaper research: All departments now benefit from computerized studies, Oct., p. 8
— Virginia Felder: Performing a balancing act in newspaper research, Oct., p. 34

— Researcher concludes reporting of polls by newspapers improved in recent years, Oct., p. 51
— Study shows working newspaper journalists have optimistic view about newspapers, Oct., p. 51
— Photojournalists lament lack of "decent career ladder", Nov., p. 39
— Newspaper groups and profit motive subject of survey, Dec., p. 38
— Research shows distinction between newspaper subscribers and single-copy readers, Dec., p. 38
— Major public concerns about health are not most frequently covered topics in newspaper coverage of medicine, Dec., p. 38
— Researchers find viewers remember news stories they read off TV screens better than those they hear read, Dec., p. 46

OSHA
(Occupational Safety and Health Administration)
[See SAFETY/HEALTH]

POSTAL AFFAIRS

Rates

— ANPA's Silha, Advo's Valentine, Postmaster General Bolger all get their say, July, p. 30
— OMCE General Session message clear: Improve your marketing, July, p. 30
— Publishers urged to study ROP versus direct mail, July, p. 33
— New rate packages, modern marketing can dull the effect of direct mail, July, p. 34
— Free paper wins again on bid for 2nd-class rates, July, p. 51
— Rate case focuses on "peak-load", July, p. 51
— Court review is sought in free-paper ruling, Aug., p. 35
— Final postal case briefs filed, Aug., p. 40
— Who is advocating what on third-class rates? Aug., p. 40
— USPS to appeal free-circulation weekly second-class, in-county postal rates decision, Sept., p. 35
— Canada's preprint mail service draws publisher's ire, Sept., p. 36
— Who are the decision makers for postal rates?, Sept., p. 36
— "Revenue foregone" appropriation OKd, Sept., p. 37
— ANPA blasts recommendation for low third-class rates, Oct., p. 38
— In wake of unfavorable postal rate ruling, publishers weigh several options, Oct., p. 39
— ANPA objects to second-class mail for free weekly, Dec., p. 33
— Advo/Blair shake-up stirs concern for newspaper advertising, Dec., p. 35
— Newhouse succeeds Silha as chairman of postal task force, Dec., p. 37

General

— SAUs cause some papers problems with U.S. Postal Service, Oct., p. 48
— Advo disclaims right to "TMC," Nov., p. 48
— USPS official tapped for postmaster general, Dec., p. 37

PRESS ORGANIZATIONS
[See also ANPA]

General

— Americans taking top roles in world press groups, July, p. 54
— IPI warns UNESCO: restore confidence, July, p. 55
— Inter American Press Association execs protest restrictions of press freedom in Paraguay and Uruguay, July, p. 55
— AP satellite receiving dishes now can transmit too, July, p. 56
— ANPA Foundation/ONPA Northwest literacy conference cancelled, July, p. 58
— Reuters stock sold for $309 million, July, p. 71
— ANCAM approves office move to The Newspaper Center, July, p. 72
— IAPA encouraged after talks on reopening Paraguayan daily, Aug., p. 36
— AP buys satellite transponders to help cut costs, Aug., p. 39
— American Indians to form press association, Aug., p. 42
— Intern manual available from ANPA Foundation/INAME, Aug., p. 46
— AP/New Graphics to provide newspapers with electronic graphics library, Aug., p. 57
— UPI works on other deals besides sale of foreign photo operation, Aug., p. 61
— Black journalists' group expands, marks milestones at conference, Sept., p. 39
— New planbook available from NAB, Sept., p. 42
— Layoffs, pay cuts mark latest financial difficulties at UPI, Sept., p. 64
— AP calls for nominations for six directorships, Oct., p. 62
— AP assessment up 4.7 percent, Oct., p. 62
— UPI Guild approves cuts; Small fired, Oct., p. 62
— Small files suit against UPI, Nov., p. 34
— AP/Tribune Media Services announce joint venture for "graphics enhanced" text news service, Nov., p. 37
— IAPA prepares survival guide for journalists, Nov., p. 44
— Classied advertisers' planbook available from NAB, Nov., p. 49
— NAB examines exemplary ads, Dec., p. 37
— SPJ,SDX to open FOI Center in March, sets minorities goals, Dec., p. 41
— API booklet summarizes credibility seminar, Dec., p. 41
— INCFO becomes INFE, Dec., p. 58

RAILROADS
[See TRANSPORTATION]

READERSHIP

General

— More Canadians read daily newspapers, July, p. 72
— Canadian firms offer instant audience data, Aug., p. 47
— Presstime's Special Report on reading, Sept., p. 18
— How one newspaper encourages reading, Sept., p. 20
— Newspapers are involved in variety of reading projects, Sept., p. 24
— Lead paragraphs less readable than succeeding paragraphs in newspaper articles, study reports, Oct., p. 51
— Research shows distinction between newspaper subscribers and single-copy readers, Dec., p. 38
— Parade readers tell papers what they're doing wrong, Dec., p. 40

SAFETY/HEALTH

Hazardous materials

— San Jose paper cited in ink case, but agency finds no hazard, July, p. 50
— EPA issues revised rules covering PCBs, Aug., p. 37
— EPA levies fines for ink PCBs, Sept., p. 33
— Black ink study urged again, Sept., p. 33
— Transformers should be probed for PCBs, Dec., p. 34

Noise

— Hearing-conservation rule upset, Dec., p. 34

OSHA
— Texas lawyer assumes top OSHA post, Sept., p. 33
— Hearing-conservation rule upset, Dec., p. 34

VDTs
— ANPA tells House health panel: No known VDT dangers, July, p. 51

General
— From booze to VDTs, workplace safety gets increasing concern, July, p. 39
— Changes in press-controls standards proposed, Sept., p. 59
— Newspapers assist in cleanup of dump sites, Oct., p. 46
— New tools for nuclear coverage, Oct., p. 50
— Health issues discussed at symposium, Nov., p. 52
— Newspapers remove asbestos, Nov., p. 57
— Major public concerns about health are not most frequently covered topics in newspaper coverage of medicine, Dec., p. 38

STRIKES
[See EMPLOYEE RELATIONS]

TAXES

Advertising
— Virginia and Idaho oppose state tax revisions, Sept., p. 34
— Congress passes bill to deny business-tax deductions to American companies for ads on Canadian broadcasting stations, Nov., p. 32

Estate
— Tax measure a mixed bag for papers, Aug., p. 38

General
— Government appeals ruling on Day Trust, Aug., p. 35
— Texan warns of more attempts to tax papers, Aug., p. 62
— Texas lifts top exemption on subscription sales tax, Nov., p. 56
— Are newspaper subscriptions tax-deductible? Dec., p. 33

TELECOMMUNICATIONS

Audiotex, videotex, teletext
— Public-access videotex: Newspaper companies place terminals out in the open, Aug., p. 10
— Audiotex: Dial-up services now provide weather, sports scores, Oct., p. 28
— Cable, videotex services end; teletext begins, Oct., p. 41
— Don't judge tomorrow's videotex by today's data, expert says, Nov., p. 36
— New videotex services debut in Orange County, California and Chicago, Nov., p. 37
— It was a rocky year for Viewtron, Dec., p. 25
— Courier-Journal and Louisville Times subsidiary to introduce public-access videotex system, Dec., p. 46
— Team forms to explore videotex opportunities, Dec., p. 46

Cable TV
— Court overturns ban on cable liquor ads, July, p. 48
— Cable Resource Guide published by ANPA Telecommunications Department, July, p. 56
— Newspapers' cable-TV projects managers to publish quarterly newsletter, July, p. 56
— ANPA Telecommunications Department to track newspaper/cable cost-and-revenue data, July, p. 56
— Newsday drops video portion of its cable TV channel, July, p. 56
— No quick appeal in Hartford newspaper/cable TV cross-ownership case, July, p. 57
— Cable TV legislation seen unlikely to get approval this year, July, p. 39
— Cable videotex services end; teletext begins, Oct., p. 41
— Cable bill passes without cross-ownership prohibition, Nov., p. 32
— "Graphics enhanced" text news service joint venture announced, Nov., p. 37
— Milwaukee's Journal Co. sells cable-TV system, Nov., p. 37
— Cable industry says new law brings order, flexibility to business, Dec., p. 31
— Times Mirror agrees to sell cable system, Dec., p. 46
— Dallas Morning News discontinues cable TV programming efforts, Dec., p. 46
— Cox Enterprises expands cable services, Dec., p. 46

Low power TV
— New low-power TV company formed, Aug., p. 39

Satellites
— AP satellite receiving dishes now can transmit, too, July, p. 56
— ANPA Technical Committee to monitor test satellite delivery service for ad copy, July, p. 57
— AP buys satellite transponders to help cut costs, Aug., p. 39
— Companies decide against launching DBS, Aug., p. 39
— Datatek to use AP's SATPAC for electronic newspaper library network, Dec., p. 46
— More newspapers to participate in AD/SAT test, Dec., p. 46

General
— Radio systems, teleconferencing, telemarketing explored, July, p. 38
— Be your own phone company to hold down costs, July, p. 44
— Broadcast "Freedom" act rejected, July, p. 52
— FCC votes to deregulate television, Aug., p. 39
— Electronic information service to provide after-business-hours business news, Aug., p. 39
— Fiber Optics: Rapidly expanding technology promises to make huge inroads as telecommuncations medium, Sept., p. 26
— FCC's lifting of radio ownership limit affects few newspaper firms, Sept., p. 32
— Newspaper companies at FCC broadcast ownership limits, Sept., p. 32
— Telecommunications history is short but stormy, Oct., p. 24
— New-technology players jockey for position, Nov., p. 23
— ANPA urges elimination of fairness doctrine, Nov., p. 35
— Applicants for cellular radio licenses agree to partnerships, Nov., p. 37
— Calendar of events offered by ANPA Telecommunications Department, Nov., p. 37
— Recommendations made to help integrate electronic publishing information into J-schools, Nov., p. 37
— An uncertain marketplace takes telecommunications toll, Dec., p. 23
— Dispute arises over microwave frequencies, Dec., p. 34
— Knight-Ridder sells its interest in cellular radio applications, Dec., p. 46
— Researchers find viewers remember news stories they read off TV screen better than those they hear read, Dec., p. 46

TRAINING

General

— Single-copy sales symposium planned, July, p. 7
— ANPA health and safety symposium announced, Aug., p. 37
— ANPA's Press Options II and Distribution symposium scheduled for Oct. 30-31 in Chicago, Aug., p. 57
— Thirty-four ANPA seminars scheduled for 1985, Sept., p. 54
— New cross-training programs are on API's 1985 schedule, Sept., p. 57
— Research seminar scheduled, Oct., p. 63
— Some programs tailored for community journalism, Nov., p. 18
— Training: Everybody's getting into it, Nov., p. 26
— Training: Time away from job benefits all, Nov., p. 29

TRANSPORTATION

Railroads

— Court throws out unregulated, joint boxcar rates, Aug., p. 59
— Santa Fe wants to merge its two railroads, Aug., p. 59
— List of Conrail bidders trimmed to six, Sept., p. 53
— ICC files petition to reconsider deregulation of boxcar traffic decision, Sept., p. 53
— Rail-barge ownership by CSX found not to diminish competition, Sept., p. 53
— Bids to acquire Milwaukee Road win ICC favor, Sept., p. 53
— Boxcar decision stands; ICC plans appeal, Oct., p. 60
— Department of Transportation trims list of Conrail bidders to three, Oct., p. 60
— Rail talks reach impasse, Oct., p. 60
— Rail-truck link studied, Oct., p. 60
— ICC asks Supreme Court to review order against boxcar deregulation, Nov., p. 55
— Canada rails seek protection from loss of revenue, Nov., p. 55
— Conrail profit up 64 percent, Nov., p. 55

General

— ILWU/Pacific Maritime Association reach tentative agreement, Aug., p. 59
— ILWU/Pacific Maritime Association approve three-year contract, Sept., p. 53

WORLD PRESS

FIEJ (International Federation of Newspaper Publishers)

— FIEJ meeting Oct. 18-19 in Marseilles, Aug., p. 36
— FIEJ panel wants 51 percent dues hike, Nov., p. 44

UNESCO

— IPI warns UNESCO: restore confidence, July, p. 55
— "Protection" proposal called "licensing", Oct., p. 41

General

— Americans taking top roles in world press groups, July, p. 54
— Nicaragua bomb kills five journalists, July, p. 55
— Lawmakers ask secretary of state to protest Paraguayan government's closing of newspaper, July, p. 55
— "Dual press coexists in Poland," report says, July, p. 55
— Leading Mexican columnist shot and killed in Mexico City, July, p. 55
— One hundred journalists "disappeared" while Argentina was under military rule, book reports, July, p. 55
— IAPA executives protest restrictions on press freedom in Paraguay and Uruguay, July, p. 55
— Costa Rica tightens rules on licensing, Aug., p. 36
— IAPA encouraged after talks on reopening Paraguayan daily, Aug., p. 36
— Another international forum will focus on press rights, Aug., p. 37
— ANPA's gift of press still undelivered, Aug., p. 37
— Luxembourg-based news service established for developing countries, Aug., p. 37
— Journalists in Singapore protest merger of morning and afternoon English language papers, Aug., p. 37
— Purchase of U.K.'s Mirror Group brings six British papers under single ownership, Aug., p. 37
— Namibian paper resumes publication after being banned by South African censors, Oct., p. 41
— Nicaragua's LaPrensa receives Norwegian newsprint shipment, Oct., p 41
— Reuters reporter freed unharmed after abduction in Lebanon, Oct., p. 41
— Grenada-bound press goes instead to St. Vincent, Nov., p. 44
— ANPA's Friedheim warns Red Cross against participation in "safety of journalists" conference, Nov., p. 44
— Greek publisher and editor charged with telephone tapping, Nov., p. 44
— Israeli military authorities bar Beirut-based journalists from southern Lebanon, Nov., p. 44
— Police in Indian Punjab issue arrest warrant for AP reporter, Nov., p. 44
— U.S. journalist held on drug charges released by Colombian authorities, Nov., p. 44
— Consortium buys Italy's leading daily, Nov., p. 44

ANPA

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Newspaper analysts optimistic on second half of '80s

Editor's note: As part of this special outlook issue, presstime invited the following media analysts to offer their views on the remainder of the decade.

John S. Reidy

Some observers perceived the newspaper industry at the start of the decade as a business threatened by emerging electronic distribution technology. Today, those concerns seem to have largely evaporated.

Lack of consumer enthusiasm and relatively high fixed costs suggest that electronic delivery of information and advertising into the home remains a technology in search of a market.

Newspapers, however, are not immune to selective erosion of advertising dollars from alternative local print media, including pennysavers, shoppers and the expanding shared-mail business. The threat of shared mail will be countered most effectively by newspapers' total-market-coverage programs that reach non-subscribers in conjunction with pricing plans combining ROP advertising and inserts.

Increasingly, newspapers also are discovering that zoned editions reaching targeted local audiences are an effective weapon in ongoing battles with alternative local print media.

Growth in newspaper advertising revenues remains a function of the overall inflation rate and advertising rate increases, individual market growth rates, linage expansion and circulation increases. Over the first half of this decade, newspaper ad revenues have grown at a compound annual rate of 11-12 percent, including an estimated 14- to-15-percent gain in 1984.

This year, in the context of a projected inflation rate of about 5 percent, we expect a newspaper industry-wide advertising rate increase of 7-8 percent, linage expansion of 2-3 percent and circulation growth of perhaps 1 percent.

These estimates suggest a healthy growth in newspaper ad revenues of 10-11 percent, albeit below the handsome estimated 14-15-percent gain in 1984.

Putting ad-revenue growth into a broader macroeconomic perspective, last year's increase exceeded the nominal 11-percent growth in the gross national product by three to four percentage points. The estimated 1985 expansion is about three percentage points above our expectations for nominal GNP growth of 7-8 percent.

The newspaper industry has reaped substantial cost savings from the application of computer technology to the production process. Further but more modest cost benefits are anticipated from the installation of labor-saving equipment in mailrooms.

For the remainder of the decade, we believe newspaper advertising rates will continue to rise two or three percentage points faster than the rate of inflation, as newspapers offer advertisers unique local franchises.

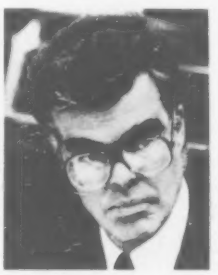
Linage should rise with the cyclical stimulus from classified advertising at rates of 2-3 percent.

Circulation should grow approximately 1 percent. Circulation revenues are likely to expand 7-8 percent when periodic price hikes are taken into account.

Overall, we expect newspaper-revenue growth in the second half of the decade to come close to that of the last five years.

Perhaps there is no better indication of the industry's future than the prices buyers are willing to pay for newspaper acquisitions.

Perhaps there is no better indication of the future of the newspaper industry than the prices buyers are willing to pay for newspaper acquisitions. While some of the details are proprietary, it is our impression that most newspaper purchases in recent years have occurred at prices in excess of 11 times newspaper cash flow—that is, earnings before taxes, interest and depreciation. With buyers willing to pay 20 to 25 times after-tax earnings for newspaper properties, we suggest the industry's long-term prospects are very favorable.



Reidy is vice president/media analyst for Drexel Burnham Lambert in New York City.

Joseph Fuchs

As the medium of choice for the local advertiser, newspapers and the newspaper industry should experience revenue gains in 1985 and through the decade that, on average, will at least match nominal growth of the gross na-

tional product.

With technology continuing to provide productivity advances as the industry moves toward full pagination, and as improved equipment enhances the efficiency in areas such as the mailroom and loading dock, the largest cost risk, as always, continues to be unexpected and dramatic moves in the price of newsprint. Nevertheless, the industry should be able to produce modest gains in profit margin that are several percentage points ahead of overall corporate averages.

In the near term, the impact of an expected slowdown in the pace of overall economic activity is likely to yield the inevitable slowing of advertising revenue growth. From the 16.3-percent advance posted in 1983, newspaper advertising revenues were expected to show approximately a 13-percent gain in 1984 and slow further to about 10 percent in 1985.

Given the current advanced stage of the business cycle, and the impact of disinflation, this forecast pace is strong relative to overall economic indicators. Nevertheless, the slowing of momentum places an extra premium on cost management in any effort to achieve targeted profit objectives. Any hoped-for revenue surge to compensate for unexpected costs is unlikely to materialize.

In a business characterized by the relatively high profitability of the incremental advertising unit, especially in the classified sector, a slowing business environment also focuses attention on pricing strategies.

While ad pricing is expected to be at rates in excess of the consumer price index, this will depend on aggressive marketing and continued product-enhancement activities such as demographically targeted special sections and efficient zoning.

In the area of circulation, the battle between maximized penetration and circulation revenue should continue. That is, there will be an ongoing question whether circulation price hikes will result in loss of circulation revenues.

The expectation is that there will be major initiatives to increase penetration by improving both the product and its marketing to readers. But at the same time, there appears to be no reason to expect timidity on the part of newspapers in increasing prices. The 35-cent daily newspaper is rapidly becoming the norm, while home-circulation rates should climb proportionately.

Overall, the business environment for the remainder of the 1980s seems likely to emphasize a competitive consumer economy and the necessity of advertising.

The largest cost risk, as always, continues to be unexpected and dramatic moves in the price of newsprint.

To maintain and enhance their already incredibly valuable newspaper franchise, leading publishers likely will continue tailoring their product to meet consumer demand. Higher circulation penetration, enhanced advertiser appeal and successful competition with direct mailers likely will depend on increased editing for the consumer with less emphasis on traditional editorial values.

Increasingly, editing must be for the reader rather than for the editor, with consumer research likely to play an increased role in deciding product format.

In a society where the average household currently spends slightly more than seven hours a day with the television set on, concise editing, color and quality printing are likely to be growing necessities for a newspaper to succeed with both advertisers and readers as the decade progresses.

Fuchs is vice president of Kidder Peabody & Co. in New York City.

John Morton

The prospect of a slowdown in the economy with continued high interest rates in 1985 suggests that newspapers probably will have a difficult time matching 1984's growth rates in revenue and earnings.

Newspapers still should have a prosperous year, though, with average earnings increases of about 15 percent. If the slowdown turns into a real economic bust—and we claim no more clairvoyance about this prospect than anybody else—the growth in newspaper earnings could wind up in the 8-to-10-percent range.

The early signs this year won't be encouraging, because all of the companies will face difficult comparisons with exceptionally strong performance in the first six months of 1984.

Moreover, most of the gain in 1984's first half came from a surge in classified revenue, with automotive and help-wanted contributing most to pushing up volume. The strong growth in these two classified categories probably is behind us, unless the economy unexpectedly surges upward. Real estate classified was sluggish in 1984 and likely will not do much better in 1985 if interest rates stay up.

Thus, we would be surprised if total advertising linage in 1985 as a whole rises more than 2 or 3 percent above 1984 levels. Most rate increases will be in the 6-to-8 percent range, meaning that many newspapers will do well to increase advertising revenue by 10 percent.

We expect circulation revenue to increase by nearly that much, with price increases accounting for all but 1 or 2 percent of the gain.

Fortunately, revenue increases of this magnitude are well above expected cost increases. For example, labor rates on average will go up about 5 percent, judging by recent contract settlements. Newsprint prices through the first quarter will be about 7 percent ahead of last year. A few paper companies have announced further increases of about 6.5 percent to take effect April 1, but we expect the effect of that to be delayed until mid-year—either by a delay of the effective date or by widespread discounting.

The major challenges that newspapers will face in 1985—and indeed for the next five years—are the consequences of declining coverage of households. Newspapers have been slow to deal effectively with this problem. Admittedly, there are no easy solutions. The best solution is higher circulation, but it will take years of investing in higher editorial quality and improved appearance before the trends of recent years can be reversed significantly.

Meanwhile, although many were woefully slow in doing so, most newspapers have adopted some kind of total-market-coverage program to counteract advertis-

The major challenges that newspapers will face are the consequences of declining coverage of households.

ers' worries about household coverage. This helped newspapers hang on to a solid share of preprint advertising, but it has not slowed the growth and aggressiveness of marriage mailers. Advo-System, in some areas of the country now delivers whole states and even several states at a time, and we fear that newspapers will have an increasingly difficult time beating the economies of scale that kind of printing and delivery will produce.

It is time that the newspaper industry devises some means of offering preprint delivery on a much broader scale than just individual newspaper markets. Dennis E. Gaukel, advertising director of the Des Moines Register, neatly summed up the problem: "Newspapers have a gas-station mentality when they should be thinking like Exxon." Advo, of course, has an Exxon mentality.

Increased competition from direct mailers and others may put pressure on newspaper profit margins in coming years. Despite this, we are confident that newspapers will continue to prosper through the 1980s—especially those newspapers that make wise investments in improving editorial quality and appearance.

Morton is a media analyst for Lynch, Jones & Ryan in Washington, D.C.

J. Kendrick Noble Jr.

The economic outlook assumed in this forecast is unlike any we have used in prior years: Low inflation, high real interest rates and prolonged—though modest—real economic growth. Given these factors, what we would describe as excellent prospects for newspapers may not seem so at first glance.

In this environment, the strengths of well-positioned newspapers include their relative pricing power, particularly for circulation; domestic orientation; high cash flow to cope with high interest rates, permitting implementation of new technologies and aiding in acquisitions and startups; and the prospect of modest labor-cost increases because of low inflation.

An area of vulnerability for many U.S. newspapers is their need for imported newsprint. Unpredictable currency fluctuations can result in corresponding variations in newsprint prices.

Another area of uncertainty is heightened competition for advertising and readers.

In addition, newspapers that are second in their markets to strong leading dailies and evening newspapers likely will continue to fail as many have in the high-interest-rate environment of the past decade.

Based on a variety of sources,* we see the U.S. newspaper industry evolving as follows:

	1983[1]	1984[2]	1985[2]	1990[2]
Number of daily newspapers				
Morning	417	416	429	499
Evening	1,255	1,250	1,225	1,058
All day	29	35	37	60
Total daily	1,701	1,701	1,691	1,617
Sunday	772	790	806	896
Circulation (in thousands)				
Morning	33.570	34.560	35.867	43.044
Evening	29.041	28.932	28.054	22.618
Total daily	62.612	63.492	63.921	65.662
Sunday	56.712	57.298	58.003	61.730
Gross advertising expenditures (in billions of dollars)				
Retail	11.841	13.281	14.253	21.650
Classified	6.007	7.459	8.553	14.751
National	2.734	3.012	3.202	4.544
Total	20.582	23.752	26.008	40.845
Total net revenues (in billions of dollars)	23.130	25.387	27.617	41.532

*Sources: Newspaper Advertising Bureau, U.S. Bureau of the Census and PaineWebber Inc.

[1]Actual
[2]Estimated

The table presents what we consider to be conservative revenue projections for the rest of the decade. They are nearly 9 percent per year. Meantime, the number of dailies is projected to decline at a rate of approximately 1 percent per year. Thus, the average newspaper is projected to grow at about 10 percent per year.

Newspapers that are second in their markets to strong leading dailies and evening newspapers likely will continue to fail.

If the dollar is relatively stable, average newspaper earnings should grow about 12 percent annually. Companies using excess cash flow for acquisitions or start ups could grow even faster in both revenues and earnings, exceeding the projected rate of the average American company.

Noble is first vice president of PaineWebber Inc. in New York City.

Miffed Mobil still deals with Dow Jones

In a much publicized break, Mobil Corp. cut off relations with The Wall Street Journal, but the giant company continues to release information to the Dow Jones News Service.

Mobil spokesman John Flint explained that the news and advertising boycott was aimed specifically at the Journal—and not at all Dow Jones publications.

He said the boycott comes "after five years of problems with working with the Journal." He named balance of coverage, "introduction of gossip" and "excessive use of unattributed sources" as being among the problems.

Lawrence A. Armour, a spokesman for Dow Jones & Co., responded that Mobil wants coverage of "the cheerleading variety. . . . People get mad at us all the time," but the Journal continues "to cover companies whether they talk to us or not."

Meanwhile, Mobil's advertising agency told the Journal not to expect any Mobil ads through 1985, Armour reported. Mobil spent over $500,000 on advertising in the Journal in 1984.

Flint said the catalyst for the boycott was the Journal's decision to report on only one of three Mobil press releases sent on the same day. The release provided information for a Nov. 16 story on a Mobil project involving the son-in-law of Mobil Chairman Rawleigh Warner Jr.

The other releases concerned oil prices and a refinery closure.

Now the late news can be even later.

A few minutes after you have the final details of a late-breaking story (or classified ad), you can have a printing plate. Ready to go to press.

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NEVER ON SUNDAY ONLY

Forcing subscribers to take a weekend's worth or a full week of papers helps circulation, administration

BY MARGARET GENOVESE
presstime staff writer

"We want to make your every weekend a three-day weekend." With that appealing pitch, the Lexington (Ky.) Herald-Leader informed its 17,000 Sunday-only subscribers last August that Sunday-only delivery to the home was no longer being offered.

Beginning Sept. 1, these subscribers were told, they would receive—and pay for—the Herald-Leader's new "Three Day Weekend" package of Friday, Saturday and Sunday editions. The only other home-delivery subscription available would be the seven-day buy.

The goal of the new subscription program is to improve daily circulation, says Creed C. Black, chairman and publisher of the Lexington Herald-Leader Co. Sales of the Sunday Herald-Leader had been growing "dramatically," he says, creating a "big gap" between Sunday circulation and that of the daily newspaper.

According to the Audit Bureau of Circulations' report for the six-month period ending last March 31, Sunday circulation of the Herald-Leader averaged 132,912, compared with an average of 109,114 for the other six mornings.

Black describes the Herald-Leader's strategy this way: "We hope that over the long haul, once we get people to read the paper for three days, that we can convert them to seven-day readers."

The subject of eliminating Sunday-only subscriptions and "forcing" Sunday subscribers to accept editions published on other days of the week is one of considerable interest, says Joseph B. Forsee, general manager of the International Circulation Managers Association, although he adds: "I wouldn't say (the practice) is awful prevalent."

At its annual sales conference last June, ICMA held a well-attended workshop on how to convert Sunday-only subscribers to "weekend" subscribers—either by forcing the purchase of other days or by promoting a weekend package.

Of course, in order to stop Sunday-only home delivery, a newspaper has to offer it in the first place. Generally, Forsee says, larger circulation newspapers offer a Sunday-only option and smaller circulation papers offer only one home-delivery plan—all or nothing.

Of the 10 U.S. newspapers that started Sunday papers last year—all of them with 30,000 circulation or less—only three offer a Sunday-only option, and one limits it to motor-route customers.

In addition to the Lexington Herald-Leader, at least three other daily newspaper companies dropped the Sunday-only option last year: the Augusta (Ga.) Chronicle and Herald, The Commercial Appeal of Memphis, and The Tampa Tribune.

And several others did it earlier, including The Charlotte (N.C.) Observer, The Dallas Morning News, the Dallas Times Herald, The Greenville (S.C.) News and Greenville Piedmont, the Houston Chronicle, and The Miami Herald.

In these 10 cases, six offered a new Saturday/Sunday combination and the others a new three-day package.

Besides the obvious objective of boosting circulation on days other than Sunday, administrative and carrier problems associated with single-day delivery are reasons cited for ending Sunday-only subscriptions. Some newspapers report that complaints about service ran substantially higher among Sunday subscribers.

A key to acceptance of the change is to make sure that whatever combination of editions being forced on subscribers is attractive from a content standpoint, executives at these papers say.

For example, the Augusta newspapers, which began forcing a Saturday edition on

their Sunday-only subscribers last February, moved their TV tabloid from Friday to Saturday. A Saturday/Sunday combination there was established at the same time the afternoon Herald was combined with its sister morning paper, the Chronicle, on Saturdays.

A two-day package makes sense because of the increased leisure time available to readers on those two days, says Jack Butcher, circulation director of the Tampa Tribune, which last August dropped Sunday-only home delivery and began a Saturday/Sunday combination. "We have been capitalizing on that on Sunday, but we have not been capitalizing on Saturday," says Butcher, who currently serves as ICMA president. "Give the people the product when they have time for it," he advises.

Lexington's Black also thinks his paper's three-day combination is a logical one and a good way to try to attract younger readers. Promotion of the package stressed the "Weekender" guide to activities carried in the Friday paper and the coverage of high school and college sports published on Saturdays.

Reaction to force feeding. Subscribers' reaction to being forced to swallow the extra editions has been mixed. In Lexington, about 2,600 of them gagged, canceling their subscriptions.

At the same time, 14,600 Sunday-only subscribers agreed to the Friday-Saturday-Sunday combination. That has meant an increase of about 5,000 in the newpaper's Monday-through-Saturday circulation average, Publisher Black says.

In addition, many of the 2,600 dropouts may have switched to buying the Sunday paper from a newsrack or retail outlet. Circulation Director Douglas Summrell reports that single-copy sales of the Sunday edition are up by more than that number over last year.

Fears that subscriptions to the three-day package would come at the expense of seven-day subscriptions have not been realized, Black notes. The percentage of new seven-day subscription starts in relationship to all new starts has remained almost the same as before the new three-day package was started—63 percent now compared with 64 before.

Like the Lexington Herald-Leader, The Commercial Appeal in Memphis also did not win over all of its Sunday-only subscribers with its two-day package. It lost 3,600 of 35,000 Sunday-only customers. But, just as in Lexington, single-copy sales for Sunday are up—averaging 5,600 above the year-earlier level, according to Circulation Director Jeffrey J. Hively.

Subscribers' reaction to being forced to swallow the extra editions is mixed.

The Augusta Herald and Chronicle recorded only eight stops after implementing its Saturday/Sunday combination, reports Circulation Director Vadis I. Wylds. Although two subscribers threatened to get up petitions opposing the new deal, he reports nothing came of it. "We did go all out to make sure this thing worked."

Not surprisingly, the situation with stops often was affected directly by pricing decisions. The newspapers in Lexington, Memphis and Augusta all raised prices to reflect the added editions.

On the other hand, The Tampa-Tribune developed a plan whereby its subscribers got the Saturday and Sunday editions for the price previously paid for Sunday only. As might be expected, Circulation Director Butcher reports no adverse reader reaction.

Butcher says Sunday-only subscription prices were raised in anticipation of the move to 75 cents, a quarter higher than the newsstand price. When the Saturday/Sunday combination was introduced, the newspaper in effect rolled back the price for Sunday home delivery to 50 cents and charged 25 cents for the Saturday paper. The plan, he adds, meets the ABC rule that allows newspapers to count as paid circulation copies sold for at least 50 percent of the basic subscription price.

While it may be the strategy getting the most attention, forcing subscribers to take more than just the Sunday paper is not the only way newspapers can implement forced buys. Another is to force daily subscribers to take the Sunday edition. For example, of the 10 newspapers starting a new Sunday edition last year, seven forced it on their daily home-delivery subscribers by not offering a daily-only option.

Legal questions. One newspaper company whose new Sunday edition was included in its weekly home-delivery subscription package had an antitrust lawsuit filed against it last year in U.S. District Court.

The plaintiffs—identified in their complaint as one former and two current subscribers—contend the Daily Sun of Lewiston, Maine, illegally tied the sale of its new Sunday paper, launched in 1983, to the sale of the daily editions of the Lewiston Daily Sun and Evening Journal. Federal antitrust laws prohibit tie-in arrangements in which the sale of one product is conditioned on purchase of another product.

Although newspaper legal experts advise that, as a general rule, any major change in a newspaper's circulation program should be subjected to careful legal analysis, they say case law is nearly all on the side of newspapers that sell editions in combination.

"There are numerous cases that have been decided previously that say that separate editions of a newspaper are not separate products for antitrust purposes," says L. Michael Zinser of the Nashville law firm of King, Ballow & Little, which is representing the Daily Sun.

But, Zinser adds. "As far as I have been able to determine, the exact issue being addressed in Lewiston, whether Sunday is a different product, has never been fully litigated."

Zinser also points out that in the Lewiston case, the plaintiffs have the option of purchasing the newspaper from single-copy sales outlets. "Usually a tying arrangement case involves a person being coerced into doing something," he says. "There is no individual coercion here."

Another somewhat similar, antitrust lawsuit, in which an illegal tying arrangement is alleged, was filed last month.

The Arkansas Gazette of Little Rock, in an antitrust lawsuit against the Arkansas Democrat, another Little Rock daily, claims that subscribers to the Democrat's co-owned newspaper, the Sentinel-Record in Hot Springs, were forced to take the Sunday edition of the Democrat as part of their subscription to the Sentinel-Record. (See story, p. 9.)

Both cases are being watched closely by newspapers that have—or are considering—a forced arrangement in their communities.

Antitrust questions aside, not all newspaper circulation executives think forced buys are the way newspapers should be sold. "I think newspapers make a mistake when they don't sell a Sunday-only subscription, or by the same token if someone wants just daily only," says Howard L. Hay, vice president and director of circulation of the Chicago Tribune. "I think in the future, consumers are going to request selected-day delivery."

But papers that have done it are pleased with the results. Says Butcher of The Tampa Tribune: "It's been all plus for us." □

Robert N. Brown

An innovator in the heartland

BY MARCIA RUTH
presstime staff writer

Many times, it's the large newspaper that achieves recognition for unique, technological innovation or plant design.

But in America's heartland, there's an outstanding example of a small family-owned newspaper group that also has gained a reputation in publishing circles as a technological innovator—in large measure because of the company president's technical expertise.

Robert N. Brown, the fourth generation of a family of Indiana newspaper publishers, was trained as a professional engineer. And the company known as Home News Enterprises is replete with examples of his technological bent.

The Daily Journal of Franklin, Ind., which now has 14,567 circulation, led the way for U.S. dailies in 1963 when it became the first one to build an offset printing plant from scratch.

The Republic of Columbus, Ind., operates out of a plant that in 1975 earned Skidmore, Owings and Merrill an Honor Award for excellence from the American Institute of Architects.

When Brown found new offset technology lagging behind the needs of his pace-setting papers, he simply invented two new devices: a Copy Cutter to trim columns of phototypeset copy and a Column Flo Camera (formerly marketed by Mergenthaler Linotype Co.) to assemble, sort and photograph material for classified ads.

"He's not afraid to get his hands dirty," says Stewart Huffman, editor of The Republic, which with a daily circulation of 22,866 is the group's largest as well as its oldest paper, having been established by Brown's great-grandfather and grandfather as The Weekly Republican in 1872. It went daily five years later.

In a moment revealing both Brown's interests and management style, Huffman remembers his "crawling under the desks with a drill to install cup hooks for computer wires" the weekend his paper converted from typewriters to VDTs in 1976.

With the same "do it now" attitude, but reflecting his sweep of interests, Brown took a look at the pristine walls of the American Press Institute building in Reston, Va., and promptly commissioned a wall tapestry from the building's renowned architect, Marcel Breuer.

"Meticulous" and "thorough" are words often used to describe Brown. "I have no interest and no desire in running or owning any second-rate publications," he says, his voice taking on the firm edge that underlies his hands-on approach.

At the same time, Brown is known to place a great deal of trust in people who run departments in which he has less expertise—primarily home-grown talent that moved up through the ranks. "I hire good people," he says. "My job is to let them do their job."

He gets high marks from fellow publishers for sharing his knowledge.

Malcolm F. Mallette, director of development of the American Press Institute, terms him "all a small-town publisher ought to be." At API, Brown has served as a discussion leader at more than 30 seminars over two decades, was on the board for 10 years and has been a member of the executive committee for the past three.

During his nearly 40 years in publishing, Brown has also served as president of the Hoosier State Press Association and of the Inland Daily Press Association, as a director of the former ANPA Research Institute, and as a member of the United Press International Advisory Board.

It's also noteworthy that Columbus, where Brown was born and raised, is no ordinary small town. The largely blue-collar manufacturing center has earned the title of "The Athens of the Middle West," largely through the efforts of J. Irwin Miller, president of Cummins Engine Co., which is the city's largest employer. Miller made an agreement with the city's business and civic leaders that if they would pick architects from a select list, he would pay the fee.

Hence the 30,000-population city not only has a newspaper plant designed by one of the nation's foremost architectural firms but also such buildings as a library by I.M. Pei, a fire house by Kevin Roche, and churches by Eliel and Eero Saarinen.

It is in this environment that Brown's showcase plant in Columbus became "one of those places (for publishers) to look when they're trying to figure out how to build their own," says Richard Cardwell of the state's press association.

Now 64, Brown is beginning to curtail his work schedule somewhat, spending more time with his wife, Betty, at their spacious California-style home on a small lake outside Columbus, and also setting aside time for worldwide travel.

Deeply rooted in Hoosier tradition, Brown (Purdue, class of '41), his wife, three daughters and one son all graduated from Indiana universities. The son, Jeffrey, just got an MBA and is about to start as advertising manager of the family's fifth and newest Indiana daily, The Herald-Journal in Monticello. He will become the fifth generation of Browns at Home News Enterprises.

"It's a labor of love," says Bob Brown, who once thought he had to choose between engineering and publishing, but managed to create a marriage of both in his own backyard. □

ESSAY

Reality remains elusive goal for reporters on campaign trail

BY DAVID S. BRODER

When it comes to appraising coverage of the 1984 presidential campaign, others who were more distant from the subject are probably in a better position than I am to make judgments. I read a number of insightful stories in the newspapers and magazines I saw during the year, and watched a number of television reports that showed unusual care and craftsmanship.

The year was particularly notable for the emergence of several strikingly talented newcomers to the presidential trail, whose debuts hold promise of continued improvement in the way in which this important story is covered in future years.

But if criticism—even second-guessing—is more useful than praise, what should be said is that in several important respects, we in the press probably fell short of what the public has a right to expect.

Part of the failure was institutional and habitual. We failed to crack the cocoon that was built around the President of the United States. We failed to gain access to him and therefore failed to achieve anything like parity in the treatment of the rival candidates for the White House.

It is not a new problem. We faced it in 1972 with Richard M. Nixon and failed. We faced it again in the early part of 1980, when Jimmy Carter declined to come out of the White House and confront Ted Kennedy. This year, we failed again by permitting without adequate protest Ronald Reagan to go from July to November with no formal press conference.

Certainly, there was pressure from the White House press corps for President Reagan to schedule such a session, but, as his handlers later acknowledged, not as much as they expected—and not enough for them to consider it a serious problem. As a result, Reagan turned the election, which should have been a dialogue with the people on the serious policy choices facing the country and its government, into something that resembled an Olympic torch procession interrupted by two debates.

David S. Broder

This kind of election damages and dismisses democracy. It ultimately is more of a disservice to the winner than the loser, for it denies him the opportunity to use the campaign period to construct an agenda and a mandate for his government. As we learned after the election in daily stories out of the White House and the Office of Management and Budget, the reality of the fiscal and budgetary and foreign policy choices facing the second Reagan administration was far different from—and more complex than—the rosy picture the President summed up in his favorite campaign line, "You ain't seen nothin' yet."

That is part of a larger point, which I think all of us in journalism recognize. What we deal with daily as "journalistic reality" is a long way from truth and from the reality of the political and governmental world.

In journalistic terms, we did not do badly in 1984 with what we define as reality. Much of our reporting is—I say this without defensiveness—horse-race journalism. Readers care about how the presidential race is going, who's moving up, who's falling back.

By and large, we called the 1984 race accurately: Gary Hart's coming (and going), weaknesses in John Glenn's campaign, the organizational strengths and accumulating political liabilities of the Walter Mondale campaign.

And, thanks to the access Mr. Reagan's campaign managers provided and their candor, I think we were able to describe the strategy and tactics of that campaign—even though we rarely got within hailing distance of the candidate.

In the end, the polls were right this year—not wrong—so we didn't have to go through the quadrennial exercise of apologizing for their inaccuracy.

But if we were lucky—or skillful—enough not to disgrace ourselves as handicappers of the presidential derby, we fell short of dealing with those larger and more important realities that perhaps necessarily elude us in journalism.

More often than not, we failed to bring into focus the fascinating and complex human beings who were at the center of this year's political drama.

The most important question, in some respects, in the 1984 election was, Who is the real Ronald Reagan? Is he the smooth, confident, masterful figure who dominated the campaign platform with his strong physique, his ruddy complexion, his powerful, mesmerizing voice? Or was he the fellow who sleeps through cabinet meetings, as one aide said, who keeps his 3-by-5 cards to prompt his conversation, even in informal meetings, who is protected by hovering aides, who has learned little of the substance of the presidency in four years?

Is he the Ronald Reagan of the Louisville debate, stumbling and hesitant, or is he the Ronald Reagan we saw on election eve, delivering a masterful television speech? If we had done our job—if our techniques had enabled us to answer the question definitively—would we not feel greater confidence that we had measured up to our full responsibilities?

Similarly, I think we were unsuccessful in defining the real George Bush or Geraldine Ferraro or Jesse Jackson.

What I conclude from all this is that even in a campaign year when we get the basic story right, as we did in 1984, we leave a great many questions—perhaps the vital questions—unanswered.

Reality is more subtle and more elusive than we and our critics suppose, and the "rules" of journalism that dictate our approach to it are perhaps less helpful and clear-cut than either we or they imagine.

So long as that is the case, we will always have room for improvement. □

Broder is national political correspondent and columnist for The Washington Post. The author of three books on American politics, he is working on a new book about the press and politics.

COURTS

Kansas court rules against Star in carriers' ongoing dispute

Five weeks after their appeal to the U.S. Supreme Court was turned down, independent-contract newspaper carriers fighting a decision by the Kansas City Star Co. to terminate their contracts were handed a victory by a state appeals court.

On Oct. 1, the U.S. Supreme Court let stand an 8th U.S. Circuit Court of Appeals decision holding that the newspaper's plan to change its circulation system from one using independent-contract carriers to one using delivery agents did not violate antitrust laws [presstime, Nov. 1984, p. 33].

However, on Nov. 7, a three-judge panel of the Missouri Court of Appeals ruled that the newspaper could not terminate its contracts with the carriers without cause. The decision reversed a 1982 ruling by the Jackson County Circuit Court that the newspaper had the right to terminate the contracts at will.

"The Star's conduct created a reasonable expectation in the carriers that the relationship was not merely one of a contract terminable at will," wrote Judge Anthony P. Nugent Jr. for the Court of Appeals. "It created a reasonable expectation that each carrier owned a business that could be conveyed and sold in the knowledge based upon over 90 years of history that the carrier's business would continue so long as the company's business continued and so long as the individual carrier performed his part of the bargain."

The state appeals court panel sent the case back to the county circuit court for disposition.

Steven G. Emerson, an attorney representing the approximately 270 carriers in the case, said they will seek damages equal to the fair market value of the routes as of Sept. 24, 1977, when the Star notified them that it was terminating their contracts. He estimated the applicable fair market value at between $17 million and $21 million. Interest and punitive damages also will be sought, he said.

In addition to monetary awards, he said, some of the carriers will seek injunctions requiring the Star to continue to deal with them as independent contractors.

The Star has asked the full state appeals court to hear the case or to transfer it to the Missouri Supreme Court. According to Samuel L. Colville, an attorney for the Star, if those requests are denied, the newspaper will appeal directly to the state Supreme Court. "We have every reason to believe that this court or the Missouri Supreme Court will change the decision in the case," he said.

According to Emerson, the carriers first filed suit in federal court in 1975 when they learned the newspaper was considering changing the delivery system. The suit was amended in 1977 after they were notified of the contracts' termination. Shortly after that, the case was split in two, with the federal action focusing on antitrust issues and the state action on contract issues. □

COURT BRIEFS

• The California Supreme Court Nov. 19 ordered the **dismissal of a libel suit** against Reader's Digest and one of its writers.

The suit was brought by the controversial Synanon organization and its founder, Charles Dederich, over three sentences in a 1981 story about the awarding of the Pulitzer Prize to the Point Reyes Light for its series of stories critical of Synanon.

The Supreme Court said Synanon and Dederich were "public figures," which requires that it be shown the defendants acted with actual malice in printing the allegedly defamatory statements.

• In a related case, the California Supreme Court ruled that news persons have a **qualified privilege** to withhold the identity of confidential sources and unpublished information in a civil suit.

In overturning an order of the Marin County Superior Court, the Supreme Court said David and Cathy Mitchell, former publishers of the Point Reyes Light, do not have to turn over documents as requested by Synanon and Dederich in the discovery process in their libel suit.

• Five news organizations have asked a three-judge panel of the 9th U.S. Circuit Court of Appeals to reconsider its decision to send back to U.S. District Court a case challenging the constitutionality of a Washington state law against **exit polling** [presstime, Dec. 1984, p. 33].

Alternatively, The Herald of Everett, Wash., The New York Times, ABC, CBS and NBC are seeking a rehearing of the case by the entire 9th Circuit.

• In its first-ever decision interpreting Illinois' **qualified press shield** law, that state's Supreme Court Nov. 30 overturned a lower-court order requiring a reporter to disclose a confidential source.

Rob Warden, editor of Chicago Lawyer, had refused to tell a special grand jury the name of the person who leaked juvenile court transcripts to him.

DuPage County Circuit Court ruled last May Warden must disclose his source. In reversing that decision, the Supreme Court disagreed with the lower court that "all other available sources of information have been exhausted," as required by the shield law.

• A federal jury awarded the Rev. Jerry Falwell $200,000 in damages although it found he had not been libeled by a Hustler magazine liquor-ad parody.

In its Dec. 8 verdict, the U.S. District Court jury found Hustler and its publisher Larry W. Flynt had intentionally inflicted **emotional distress** on Falwell, who is president of the Moral Majority organization. It ordered Hustler and Flynt together to pay $100,000 in compensatory damages and $50,000 each in punitive damages.

Falwell had sought $45 million in the suit in which he charged Flynt, Hustler and its distributing company with libel, invasion of privacy and causing emotional distress. The privacy charge was dismissed.

Flynt and Hustler have asked Judge James C. Turk to set aside the jury verdict.

Supreme Court remands FOIA cases because of new federal law

The U.S. Supreme Court has sent back to lower courts two Freedom of Information Act cases it had agreed to review, saying a new federal law rendered the issue they raised moot.

The cases, *U.S. Department of Justice v. Provenzano* and *Shapiro v. Drug Enforcement Administration*, questioned whether the federal Privacy Act qualified as an exemption to the FOIA [presstime, Oct. 1984, p. 43].

Both cases involved individuals' FOIA requests to federal law-enforcement agencies for records pertaining to them. The Privacy Act allows law-enforcement agencies to exempt whole "systems" of records from access, whereas the FOIA details the specific circumstances under which information compiled for law-enforcement purposes may be withheld.

The relationship between the two statutes was clarified in an amendment to another FOIA-related law, the Central Intelligence Agency Information Act signed into law Oct. 15.

That amendment, which was supported by ANPA, makes it clear that the Privacy Act may not be used as the basis for a government agency's denying access to information that otherwise would be available under FOIA.

In sending the two cases back to appellate courts Nov. 26, the Supreme Court said the government may claim the information is exempt from disclosure under the FOIA for other reasons. □

Summary judgment still very common

A new two-year study by the Libel Defense Resource Center concludes "summary judgment continues to be the rule rather than the exception in libel litigation."

The study of 136 summary judgment motions by media defendants during 1982-84 found that the media's motions prevailed in 73.5 percent of the cases. LDRC noted this is down "only slightly" from the 75 percent found in a 1980-82 study [presstime, Dec. 1982, p. 16].

At the trial-court level, the study found media defendants were granted summary judgment in 80 percent of the cases, up from 79 percent in the earlier study. On appeal, defendants prevailed 66 percent of the time, down from 70 percent, the new study showed.

The study noted that although a 1979 U.S. Supreme Court case questioned the propriety of summary judgment in public-figure libel cases, where actual malice must be shown, media defendants still prevailed in 71 percent of the cases in which actual malice was a decisive issue. This was down from what the study called the "unusually high" 83 percent found in the previous study. □

Cameras favored

Camera coverage of state and federal court proceedings is favored by a majority of Toledo adults, according to a survey.

Conducted by two journalism educators at Bowling Green State University, the survey revealed 52 percent of respondents think newspaper and television photographers should be allowed to take pictures in Ohio courtrooms; 59 percent said they think cameras should be allowed in the U.S. Supreme Court [presstime, Dec. 1984, p. 33]. □

Column held opinion; libel complaint dismissed in Evans-Novak case

The U.S. Court of Appeals for the District of Columbia Circuit dismissed a libel suit against syndicated columnists Rowland Evans and Robert Novak. The case had been closely watched because it raised the question of whether statements in an editorial column are constitutionally protected expressions of opinion.

In a 6-5 decision Dec. 6, the appeals court upheld a decision by a U.S. District Court granting summary judgment in favor of the columnists.

In its majority opinion, the appeals court said courts should examine a statement and the context in which it appears to determine whether it is an assertion of fact or an expression of opinion. Because the Evans and Novak column appeared on the op-ed page, the average reader would consider a statement in it to be opinion, the court said. However, the court added it would be another matter if the same statement appeared in a regular newspaper article or an academic publication.

The decision reversed a ruling by a three-judge panel of the appeals court [presstime, Nov. 1983, p. 13]. □

REGULATIONS

FCC cites daily for 'preferred' listings of its TV station

The Federal Communications Commission said it expects The Forum in Fargo, N.D., to discontinue giving what it called "preferred listing" to WDAY-TV, a Fargo television station. Both the station and the daily newspaper are controlled by Forum Publishing Co.

The question of whether the newspaper gave preferential treatment to its sister station was raised during proceedings in which WDAY Inc. was granted a renewal of its license to operate WDAY-TV and permission to construct two satellite TV stations.

According to the commission's Oct. 4 memorandum opinion and order, signed by James C. McKinney, chief of the FCC's Mass Media Bureau, the Forum's prime-time television schedule lists WDAY first, although as Channel 6 it does not come first numerically. In the full-day schedule, WDAY is listed in order, after Channel 4.

McKinney noted that the commission had previously found the out-of-sequence listing by a newspaper of a co-owned broadcast station to be an abuse of cross-ownership. "Therefore," he said, "we find that WDAY's preferred listing is an abuse and corrective action is expected."

As of late December, The Forum had not changed its prime-time listings order. William C. Marcil, president and publisher of Forum Publishing, said attorneys for the company are discussing the matter with the FCC.

Although this is not the first time such abuses have been alleged, FCC officials say there has not been a large number of cases involving the listings issue [presstime, Oct. 1979, p. 15]. □

Newspapers advised to check buildings, equipment for carbon-monoxide buildup in winter

During the winter months, newspapers should be especially alert to the hazard posed to employees by overexposure to carbon monoxide, advises Richard W. Neergaard, ANPA manager/environmental services.

Carbon monoxide is a colorless, odorless gas that results from the incomplete burning of fuel and is present in the exhaust of internal-combustion engines. When carbon monoxide combines with hemoglobin in the blood, it reduces the body's ability to transfer oxygen to the tissues.

The federal Occupational Safety and Health Administration limits employee exposure to 50 parts carbon monoxide per million parts of air, averaged over an eight-hour period.

"Locations in newspapers where carbon monoxide is sometimes a problem include paper storage warehouses, mailrooms, fleet-truck garages, covered loading areas for paper delivery trucks, railroad boxcars and any other enclosed areas where forklift trucks with combustion engines or other motor vehicles operate," says Neergaard.

Other locations, including offices, can have a problem if the ventilation system allows vehicle exhaust to be distributed throughout a building, he says.

The potential for employee overexposure to carbon monoxide is greater in the winter, according to Neergaard. "Buildings are closed up tighter. The engines of fleet trucks are more frequently left idling during loading of newspapers so the driver can stay warm and the truck engine will not get cold and be difficult to start."

Forklift trucks with combustion engines emit potentially hazardous carbon monoxide.

Symptoms of overexposure to carbon monoxide are headache, dizziness, drowsiness, nausea and vomiting, Neergaard says. In severe cases, carbon monoxide poisoning can cause collapse, coma and even death.

Smokers have a higher risk than nonsmokers because the level of carbon monoxide in their blood already is elevated.

If employees working in areas listed as potential carbon-monoxide trouble spots should complain of headaches, "it is a strong indication of a problem and should be promptly investigated," says Neergaard.

To prevent employee overexposure to carbon monoxide, he recommends that newspapers:

- Check the exhaust systems of forklift trucks on a regular and frequent basis, making sure they have catalytic muffler systems and that these systems are recharged regularly
- Do not allow forklift truck engines to idle when not in use
- In warehouses with poor ventilation, consider using forklift trucks powered by electricity
- Make sure employees know the symptoms of carbon monoxide overexposure and are instructed that if any of the symptoms are experienced, vehicle operation should be ceased immediately and the situation brought to the attention of supervisors
- Be especially aware of the possibility of carbon-monoxide buildup while unloading boxcars and truck trailers; consider using electric-powered vehicles in these areas
- Turn off engines in delivery trucks promptly after they are positioned for loading in an enclosed area. If it is not possible to turn off the engines, newspapers should make sure the area can be cleared of exhaust by a ventilation system. □

Oil a hazardous waste?

Newly enacted amendments to the Resource Conservation and Recovery Act require the Environmental Protection Agency to decide whether to list used oil as a hazardous waste. Waste ink could be covered, according to Richard W. Neergaard, ANPA manager, environmental services.

If it is, some newspapers could lose their small-quantity exemption from EPA hazardous waste disposal rules, he says. The act also requires EPA to regulate companies generating more than 100 kilograms of hazardous waste a month; the limit was 1,000 kilograms.

REGULATORY NOTES

- The Federal Communications Commission Dec. 19 adopted a compromise plan, effective April 2, to allow a single entity to have **ownership interests in up to 12 television stations** provided those stations could not reach more than 25 percent of the national television audience. The current limit is seven stations. (The FCC defines "ownership" as the holding of 5 percent or more of voting stock. For institutional investors, the level is 10 percent.)

  Only 50 percent of the audiences of UHF stations would be counted toward total audience reach. An entity may have ownership interests in a maximum of 14 stations, if at least two are minority controlled.

  The audience cap also may be exceeded by up to 5 percent if the additional reach is from minority-controlled stations [presstime, Sept. 1984, p. 32].

- President Reagan Nov. 27 appointed **Mary L. Azcuenaga to the Federal Trade Commission**. Azcuenaga's recess appointment—so named because it came while Congress was not in session—will expire at the end of the 1985 congressional session, unless the Senate confirms her for a full, seven-year term.

  A former FTC attorney, she had been nominated previously but not confirmed [Presstime, Nov. 1984, p. 35].

Schmidt loses appeal on licensing issue

In a decision considered a possible precedent for government licensing of journalists, the Inter-American Commission on Human Rights ruled against an American who had challenged such a practice in Costa Rica.

The 5-1 decision announced in early December "dealt a serious blow" to "freedom of expression in the hemisphere," the Inter American Press Association said in a statement.

In taking his case to the commission, Stephen Schmidt was appealing his conviction by the Supreme Court of Costa Rica of practicing journalism without a license, for which he had received a sentence of three months in prison [presstime, Aug. 1984, p. 36].

Schmidt wanted the commission to forward the case to the Inter-American Court of Human Rights for disposition.

In a 39-page dissent, the American representative on the commission, R. Bruce McColm, director of the Center for Carribean and Central American Studies at Freedom House, warned that the decision has implications beyond the journalist involved.

"It is a clear signal that a class of individuals whose profession is so closely identified with the exercise of the freedom of expression must fear the onslaught by government and private agencies to regulate, control and eventually suppress them," he said. "It is also a clear signal that the public's right to know is being eroded."

In his dissent, McColm made a distinction between journalism and other professions, such as law or medicine, where regulation is needed to prevent injury to other people. "In the case of journalism, the risk is of an opposite kind," said McColm, because "prior permission or license" restricts the "inalienable" right of free expression.

At least nine other Latin American countries have laws similar to the one in Costa Rica, where a *colegio*, or group of professional journalists, establishes credentials applicable throughout the country. The criterion that made Schmidt liable to prosecution was the requirement that all journalists in the country be graduates of the University of Costa Rica. Schmidt has a journalism degree from another Costa Rican university.

Schmidt, now editor of a commodities newsletter published near Dallas, had received the support of ANPA, IAPA, the American Society of Newspaper Editors, the International Federation of Newspaper Publishers, the World Press Freedom Committee and The Newspaper Guild. □

WORLD PRESS NOTES

• Following what observers consider the most severe crackdown on the press since the current military regime seized power in 1973, **Chile expelled the Santiago bureau chief for United Press International** Nov. 29 and then admitted it had made a mistake and allowed him to return Dec. 11.

Anthony Boadle's expulsion followed the banning of six publications and the censorship of political news—particularly about "terrorism" directed at the government of Gen. Augusto Pinochet.

• An Indian reporter for the Associated Press has been **accused of sedition**, a crime for which the maximum sentence is life in prison. Brahma Chellaney had been accused earlier of violating a ban on reporters in the Punjab and maliciously inciting domestic discord [presstime, Nov. 84, p. 44].

What angered the government was Chellaney's reporting that at least 1,000 Sikhs had been killed when Indian soldiers attacked a Sikh temple in June, and that some were found shot with their hands tied behind their backs.

• **Polish government officials warned Western reporters** that they risk prosecution for covering meetings of independent committees monitoring police brutality. Such groups sprang up following the death of the pro-Solidarity Catholic priest Jerzy Popieluszko. Warnings were given to AP, UPI, Reuters and ABC News.

• The editor of the only major opposition newspaper has **left Nicaragua**, charging that the threat of government action against him and his paper has made it "impossible" to remain in the country.

Pedro Joaquin Chamorro Jr. said in a December interview that government censorship of his paper, La Prensa, had become more severe, and increasing travel restrictions made him fearful he would not be allowed to visit his wife and children, now living in Costa Rica.

Covering the 'one uncovered story'

Several years ago, William F. Thomas, editor of the Los Angeles Times, asked one of his reporters to write about "the one uncovered story of our time"—the press.

Reporter David Shaw's subsequent series of articles that ran from 1977-83 has been reprinted in *Press Watch: A Provocative Look at How Newspapers Report the News.*

Shaw examines editors' attitudes on topics including use of unnamed sources, and raises questions about the disclosure of victims' names and addresses in crime stories.

The 312-page, hard-cover book is available for $15.95 from MacMillan Publishing Co., 866 Third Ave., New York, N.Y. 10022. □

'Struggle for Survival'

Peter Benjaminson, journalism educator at the State University of New York in Binghamton, discusses the reasons many large, afternoon dailies have folded in *Death in the Afternoon: America's Newspaper Giants Struggle for Survival.*

Benjaminson says fueling the demise have been readers' changing work habits, television news, early deadlines, and rising costs of production and distribution.

The 202-page, hard-cover book is available for $14.95 from Andrews, McMeel & Parker, 4400 Johnson Drive, Fairway, Kan. 66205. □

A little good, bad and wrong news

The problem with the media is not that they get the story wrong, says Ben J. Wattenberg, senior fellow at the American Enterprise Institute in Washington, D.C. It is that they are "missing the biggest stories of our era. . . . They are getting the wrong story."

Wattenberg charges in *The Good News is the Bad News is Wrong* that the media have a "bad news bias."

The 432-page, hard-cover book is available for $17.95 from Simon & Schuster Inc., Simon & Schuster Building, Rockefeller Center, 1230 Avenue of the Americas, New York, N.Y. 10020. □

Governors OK low 3rd-class rates but vow to study cost issues

With some reluctance, the governors of the U.S. Postal Service approved the entire package of rate-increase recommendations of the Postal Rate Commission, including relatively low third-class rates.

However, on a positive note for the newspaper business, which had proposed much higher third-class rates to bring them to a "fair and equitable" level, the governors said the "entire area" of third-class "warrants continued attention and study."

They said that "over the coming months we intend to consider this matter closely and determine what additional steps we might take, outside the context of an omnibus rate proceeding, to deal with these issues over the long term."

The new postal rates—the first to be imposed since March 1981—will take effect Feb. 17. They include:

- A bulk, third-class, carrier-route presort rate of 8.3 cents for pieces weighing less than 3.5 ounces, and a rate of 38 cents per pound for pieces weighing 3.5 ounces or more. The existing rate is 7.4 cents for less than 3.91 ounces, and 45 cents per pound for pieces weighing 3.91 ounces or more—minus a carrier-route presort discount of 3.6 cents per piece. That presort discount is already factored into the new rates.

Pieces weighing more than 8 ounces actually will pay less than under current rates.

- A 14.2-percent average increase for regular-rate, second-class mail. There will be cost decreases for light pieces mailed within the county of publication. For example, a 3-ounce newspaper mailed in-county will pay 9.8-percent less under the current step in a series of planned, phased rate increases, according to an analysis by the National Newspaper Association.
- An increase from 20 cents to 22 cents for a first-class stamp.
- An average 15-percent increase for Express Mail.

W. Terry Maguire, ANPA vice president/general counsel, said that on one hand, the Association is "disappointed" that the governors adopted the commission's recommended third-class rates. On the other hand, he said, "We are heartened by the governors' recognition of problems posed by both third-class rates and the volumes of mail those rates appear to be attracting."

Explaining their Dec. 12 action, the governors said third-class bulk rates "give us more difficulty than any other rates. . . ."

The reason is that the commission assumes large increases experienced in third-class volume will continue because third-class rates are relatively elastic. That is, as rates stay relatively low, volume goes up. When they rise, volume declines.

The governors said they, like the commission, expect volume to grow. But "volumes that climb dramatically can fall with equal quickness," noted John R. McKean, chairman of the board of governors.

Moreover, McKean said the governors "cannot ignore the impact of uncontrolled growth in mail volumes on long-term costs and on our ability to meet service standards and assure the orderly flow of mail. The high-volume approach has significant operational implications that the commission has not taken into account—and, indeed, could not take into account—in formulating the recommendations before us."

McKean said he and his associates believe the Postal Service could raise third-class rates and still receive needed revenue, though volume might drop because of the elasticity factor. "With lower volumes than those anticipated by the commission, but higher rates, third-class mail would continue to recover its attributable costs and make a significantly larger contribution to overall institutional costs," he said.

"A LOT OF THEM STILL SEEM TO THINK WE'RE IN BUSINESS TO SERVE THE PEOPLE"
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JUNK MAIL CORPORATIONS
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McKean added, "We believe price should control volume, not volume control price." That comment parallels ANPA arguments in the nearly 15-month-old rate case.

Overall, the Association has argued that the commission's recommendation on third-class rates would fall short of eliminating inequity between first- and third-class rates. In comments to the governors Sept. 27, following the commission's recommendation Sept. 7, ANPA said first-class mail would continue to pay "a grossly disproportionate share of Postal Service costs while third-class mail benefits from artificially depressed prices" [presstime, Oct. 1984, p. 38].

ANPA has not announced whether it will appeal.

Ironically, by late December, the only party in the rate case to file notice of appeal was the Direct Marketing Association. DMA was considered a victor in the postal proceedings because of the favorable third-class rates. Richard A. Barton, vice president for government affairs, said the organization is "in general, fairly satisfied with the rates" but challenges "some pricing principles involved that we think will affect future rate cases."

—C. David Rambo

2 more free weeklies sue for rights to 2nd-class

Two more free weekly newspapers have filed suit against the U.S. Postal Service over its rules that disqualify them from receiving the relatively low rates and usually faster service of second-class mail.

The cases follow a decision by a federal judge in Tennessee last March that the postal rules in question violate the First and Fifth Amendments.

USPS appealed that decision to the 6th U.S. Circuit Court of Appeals. ANPA filed a friend-of-the-court brief in support of the Postal Service [presstime, Dec. 1984, p. 33].

The new cases were filed in separate U.S. District Courts by Tri-Parish Journal Inc. of LaPlace, La., which distributes via third-class mail 20,695 copies of the River Parishes Sun in three Louisiana parishes just west of New Orleans; and by Gulf Times Inc. of Beckley, W.Va., which distributes via third-class mail 44,500 copies of The Raleigh Times in five counties of southern West Virginia.

In separate briefs containing some portions identical in wording, the plaintiffs said "subsidizing" paid newspapers in second-class mail "while denying the same privilege to a free newspaper is arbitrary, capricious, and is a denial of equal protection" and due process of law required by the Fifth Amendment. They also said it violates their First Amendment rights.

Tri-Parish Journal asked for $219,707 in damages. Gulf Times asked for $50,000.

The Tennessee case was filed by The Enterprise of Winchester. That paper argued the only difference between it and any paid weekly is purchase price. The Enterprise said its annual third-class mail costs have been about $60,000 more than second-class would cost. The judge ordered USPS to repay the newspaper $77,356 in "excess postage."

ANPA traditionally has held that USPS must be content-blind in deciding which publications are entitled to second-class rates. The Association reaffirmed that position in its *amicus* brief supporting the Postal Service.

"The fact that one (publication) can establish that the public has requested or paid for it and that the other cannot, or chooses not to test the demand, is the bright line (between second-class and third-class) that Congress chose to draw to keep the government from making subjective choices based upon content," ANPA said. □

BOCs allowed to offer link for incompatible computers

The Federal Communications Commission partially granted requests by Bell operating companies to offer certain types of services that will allow otherwise incompatible computer systems and terminals to communicate using the BOCs' telephone networks.

The commission said it would waive its rules and permit the companies to offer one type of "protocol" conversion without establishing separate subsidies.

The protocol conversion approved would permit the phone companies to change data into a form that can be transmitted over packet-switching networks, which they intend to offer. Packet-switching networks efficiently transmit blocks or packets of data from point to point in short bursts.

However, in its Nov. 21 action, the agency deferred a decision on whether to extend the authority to other types of conversions.

ANPA had filed comments with the FCC supporting the telephone companies' petitions [presstime, June 1984, p. 41]. □

TELECOMMUNICATIONS NOTES

• Keycom Electronic Publishing **laid off about 20 percent of its employees** shortly before the commercial launch Nov. 1 of the Keyfax videotex service in the Chicago area. The employees were involved in technical and administrative planning for the launch, and hardware and software development. Keycom now has about 164 employees [presstime, Nov. 1984, p. 37].

• Videotex Information Corp.—which Capital Cities Communications Inc. partially funds—expected to start taking paying customers Jan. 1 for its **new electronic catalog called Videolog,** which lists and describes electronic services and products for customers in the electronics industry. The company began testing the service around Oct. 30 at sites across the country. Videolog is the company's first and only service at present.

• The Washington Post Co. and its partner, Rainbow Program Enterprises, planned to sell a part interest in **four regional cable television networks** to CBS Inc.

The Post is also selling some of its share in two of them—sports networks in Philadelphia and Chicago—to Rainbow, an affiliate of Cablevision Systems. The net change makes Rainbow, the Post and CBS equal partners in the cable networks [presstime, Jan. 1984, p. 37]. The deal, which was expected to be closed in late 1984 or early this year, is worth about $25 million to the Post.

• Gannett Co.'s electronic information service, USA Today Update, has formed a marketing partnership with General Electric Information Services Co. It will **sell Gannett's electronically provided information** through GE's worldwide telecommunications network.

Gannett plans to sell USA Today Update, launched in December, to companies that will sell it to consumers. The agreement with the GE subsidiary is the first to be announced [presstime, Dec. 1984, p. 46].

• Integrated Communications Systems Inc. will begin testing early this year an interactive, two-way system that **marries home telephone, electrical and cable TV connections.**

ICS, based in Atlanta, is a partnership composed of undisclosed companies. The service will include videotex with options such as energy management and home banking. At its simplest, a telephone keypad controls the service.

• Request, Group W Cable's full-channel teletext service that includes local entertainment and sports information from the Los Angeles Times, has moved **from the experimental to the commercial stage.** Part of a Westinghouse Electric Corp. subsidiary, Group W is selling Request to its cable subscribers in Buena Vista Park, Calif. [presstime, Oct. 1984, p. 41].

• **Rate regulation** of most cable television systems could be eliminated within two years. That will happen if the Federal Communications Commission enacts rules it proposed Dec. 4.

Cable operators would be free to set rates except in markets judged to be non-competitive. The FCC has not yet determined the criteria for competitiveness. The Cable Communications Policy Act of 1984 requires FCC to act on the proposed rules within four months.

Scrutinizing single-copy sales

He is more likely to be under 35, black, single and a city dweller. Demographically, he is the most distinctive segment of a category called habitual buyers of newspapers one copy at a time—instead of by the week or month.

His profile was drawn by Albert E. Gollin for editors, circulation managers, publishers and others who went to Texas in December to hear about single-copy sales.

Gollin, vice president/associate research director of the Newspaper Advertising Bureau, was among speakers at the Single-Copy Symposium held near Dallas-Fort Worth. The two-day symposium drew 278 people and was, some participants said, historic.

With seven newspaper organizations cosponsoring the event, it had a rare degree of organizational muscle. Cosponsors were ANPA, the American Society of Newspaper Editors, the Associated Press Managing Editors Association, the International Circulation Managers Association, the International Newspaper Promotion Association, the Newspaper Research Council, and the International Newspaper Advertising and Marketing Executives.

Then there were the kinds of people who showed up. While 50 percent were from circulation departments—and many were single-copy managers—23 percent were editors and 19 percent were publishers or general managers. The spread across newspaper departments dovetailed with a symposium theme: that healthy, single-copy sales require cooperation across editorial and business lines.

Virgil Fassio, publisher of the Seattle Post-Intelligencer, remarked, "It's good to see so many editors here."

Many analysts see single-copy sales as an important area of growth in large and small markets, Fassio said. But newspapers know less about people buying those papers than about home subscribers. And single-copy sales have been less important to advertisers—"at least that's how it has been."

Fassio, vice chairman of the ANPA Industry Affairs Committee, said following the syposium that participants agreed that changing lifestyles and reading habits are boosting single copy sales. They also agreed that adherence to deadlines is critical for such sales. The papers must be at points of sale—whether a hawker's station in a big city or a corner drug store in a small one—by the time people go by in large numbers.

There was disagreement over whether a newspaper should publish a special edition for street sales, but sentiment seemed to be against it, Fassio said.

Much of the symposium was devoted to sketching a profile of single-copy buyers and suggesting ways to increase sales. Gollin of NAB distinguished between the habitual and occasional buyer. The former group, he said, buys a daily paper three or more times a week.

Thomas J. Holbein, executive vice president of Belden Associates, outlined a similar profile. Nationally, about two out of 10 readers are loyal single-copy buyers, he said. The ratio is nearly twice as high in urban areas [presstime, July 1984, p. 6]. Many buyers are former home subscribers disgusted with service problems.

There is also a psychological difference, he said. Single-copy buyers "need a quick fix. They are news hounds. . . . Part of the key to marketing to them is to call that quick fix to their attention."

The symposium also included a panel of editors from papers as diverse as the Shreveport (La.) Journal and the Detroit Free Press.

Scott McGehee, managing editor of the Free Press, gave recent Audit Bureau of Circulations figures indicating about 34 percent of her paper's press run sells as single copies.

"We know big stories sell, and the Free Press has a reputation for going a little crazy with big stories, breaking stories, big art, big headlines," sidebars and charts, she said.

"We capitalize on single-copy opportunities by making sure the circulation department and newsroom work closely together," she said.

McGehee said "editors need to feel a personal responsibility for putting out a newspaper that readers want to buy."

—Barbara J. Friedman

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For more information call Barbara Robb 415 927-1510

Nielsen to include VCR data in television viewership reports

Steady pressure from disgruntled advertisers has resulted in a decision by A.C. Nielsen Co. to include videocassette recorder taping in its reports on television viewing.

Some advertisers, convinced that they are paying for audiences who are not actually watching programs, had demanded a separate accounting of programs that are being recorded, as well as those being watched.

Nielsen's own studies have shown that about three-quarters of the TV programs recorded are saved, and of these only 80 percent are actually played back. Even more disturbing to advertisers are studies showing that more than half the audience actually viewing programs taped on VCRs "zaps" the commercials by use of the "fast forward" button on remote control devices [presstime, Oct. 1984, p. 11].

The VCR data are being collected in several forms:

Nielsen's well-publicized diary study released in early 1984 will be continued on a quarterly basis. It measures VCR use in 1,000 homes, in contrast to Nielsen's ongoing quarterly measurement of television viewing in 100,000 homes.

"Daypart" studies, or measurement of VCR usage at different times of the day, begun in the summer of 1984, will be continued monthly. This information is collected through meters installed in 1,700 homes, which automatically record TV use, including VCR recordings, 24 hours a day.

The third method of VCR measurement, program by program, was begun in November 1984, and will be available in January, said Paul B. Lindstrom, research manager, Nielsen Homevideo Index, a Nielsen division.

This information, which represents a refinement of the "daypart" studies, will also be collected through the 1,700 installed meters.

The availability of VCR data is expected to have an impact on the price of television commercial time, as well as the relative value of certain programs for advertisers. □

Top 25 U.S. newspaper advertisers (1982-83)

Advertiser	Rank among newspaper advertisers	Rank among 100 top national advertisers	Ad expenditures in newspapers 1983	Ad expenditures in newspapers 1982	Ad expenditures in all media 1983
R. J. Reynolds Industries	1	5	$112,343.0	$123,174.8	$593,350.3
General Motors Corp.	2	4	88,578.5	86,965.2	595,129.5
AT&T Co.	3	8	71,995.4	34,367.2	463,095.5
Philip Morris Inc.	4	6	65,271.9	83,793.8	527,481.8
Ford Motor Co.	5	7	49,602.6	45,582.6	479,060.0
Chrysler Corp.	6	27	31,845.7	29,597.5	230,020.1
Delta Air Lines	7	92	31,810.0	24,664.6	63,944.3
RCA Corp.	8	29	31,716.3	28,273.3	212,300.0
Batus Inc.	9	43	27,803.2	42,893.6	146,076.9
Loews Corp.	10	48	22,533.3	22,645.4	135,115.1
Eastern Air Lines	11	86	22,460.8	21,625.4	70,000.0
Trans World Corp.	12	68	21,925.3	19,857.3	101,503.3
Pan American*	13	*	19,202.2	24,077.7	
Texas Instruments	14	51	16,871.6	3,319.1	129,042.0
CBS Inc.	15	39	15,829.3	15,917.7	167,711.0
Warner Communications	16	25	15,717.9	18,875.6	251,049.6
Xerox Corp.	17	65	13,824.3	5,779.3	110,101.8
AMR Corp.	18	76	12,789.6	18,813.0	80,000.0
Toyota Motor Sales U.S.A.	19	62	12,570.7	15,611.1	113,649.0
GTE Corp.	20	85	12,414.0	1,620.9	70,179.9
Texas Air Corp.	21	*	12,390.4	10,574.9	
American Express Co.	22	66	12,336.7	11,840.3	107,571.0
General Electric Co.	23	*	12,219.8	6,054.1	
Intl. Business Machines Corp.	24	58	11,719.6	9,488.4	119,222.5
Republic Airlines	25	*	11,659.9	9,585.1	

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*Not ranked among the 100 top national advertisers

Bad-weather rail reports available by Telex

The Association of American Railroads announced continuation of the "Severe Storm Standby Plan," which provides information on severe weather conditions impairing rail freight traffic.

Railroads experiencing weather-related problems advise the AAR of the weather situation and the trackage, yards or terminals affected. They also notify the association on embargoes or reroutings that may be contemplated or already in effect because of weather conditions, and the estimated duration of such situations.

To obtain a report via Western Union, call Telex number 8513 or TWX number 710-988-5956 using the code word "EMBARGO." □

Alleghany increases offer for Conrail

Alleghany Corp. sweetened its offer to buy Conrail by about $350 million to $1.35 billion. Alleghany is one of three companies the Department of Transportation selected from 18 applications as finalists in the Conrail-acquisition sweepstakes [presstime, Nov. 1984, p. 55].

The two others are Norfolk Southern Corp., which offered about $1.5 billion, and a group of investors led by hotel and food-services magnate J. Willard Marriott, who offered about $1.2 billion.

Meanwhile, Conrail's top management is promoting the idea of a public offering of stock in Conrail as an alternative to selling the government-controlled company, lock, stock and barrel. □

Contracts expiring

The current national contract between the International Brotherhood of Teamsters and the U.S. trucking industry expires March 31. In Canada, rail labor contracts expired Dec. 31. The previous contract remains in force until a new agreement is reached [presstime, Feb. 1984, p. 49]. □

Seaway tolls unchanged

The St. Lawrence Seaway Development Corp. said it will not increase tolls on the seaway in 1985. The decision was made possible by the Seaway Corp.'s cost-cutting efforts and by increases in tonnage moving through the system, officials reported. □

Lottery decides order of pool

The order in which newspaper organizations will supply reporters to a military press contingency pool has been established by lot.

The list specifies the rotation for the 24 newspaper organizations selected for participation in a press pool by ANPA and the American Society of Newspaper Editors [presstime, Dec. 1984, p. 40]. They compiled the list at the Pentagon's request after an outcry in October over the omission of newspaper reporters from a proposed 11-member pool.

By Dec. 17, all 24 newspaper organizations had agreed to participate in a pool, according to Robert L. Burke, ANPA vice president/industry and public affairs. That day, a letter was sent to the Pentagon listing the rotation and designated contacts at each newspaper.

The plan, with pool size to vary with a particular situation, calls for immediate rotation to the list's bottom after an organization has pool duty, and annual rotation to the bottom for the five organizations heading the list.

ANPA and ASNE officials said this means "every organization will be exposed to potential pool assignment." A letter to potential members noted that "the Pentagon's current plans call for such a pool to depart from Washington, D.C., a few hours after notification."

Selection of the 24 organizations was based on two sequential criteria. The first 11 organizations chosen had regular Pentagon correspondents. The remaining 13 had daily papers with the largest circulations, based on last March's ABC figures. When a paper that was part of a newspaper group met one of the criteria, the group was put on the pool list. Newspaper companies on the list represent a circulation of about 32 million.

The Pentagon has agreed to discuss pool-operation guidelines and coverage ground rules with the companies designated as potential pool participants. □

Newspaper companies on rotating pool list

The rotation for newspaper organizations chosen to provide reporters for a military contingency pool (with the largest newspaper of each group listed following the group name):

1. Dow Jones & Co.—The Wall Street Journal
2. The Copley Press Inc.—The San Diego Union
3. The New York Times Co.
4. Newhouse Newspapers—The Plain Dealer, Cleveland
5. The Times Mirror Co.—Los Angeles Times
6. Scripps-Howard Newspapers—Rocky Mountain News, Denver
7. Milwaukee Journal
8. The Christian Science Monitor
9. Chronicle Publishing Co.—San Francisco Chronicle
10. The Baltimore Sun
11. The Washington Post Co.
12. Cowles Newspapers—Minneapolis Star and Tribune
13. News America Publishing Corp.—New York Post
14. Tribune Co.—Chicago Tribune
15. Gannett Co.—USA Today
16. Evening News Association—The Detroit News
17. Central Newspapers Inc.—The Arizona Republic
18. Knight-Ridder Newspapers Inc.—Detroit Free Press
19. The Washington Times
20. Houston Chronicle
21. A.H. Belo Corp.—The Dallas Morning News
22. The Houston Post
23. The Buffalo News
24. The Boston Globe

Panel drops subpoena of reporter

A subpoena issued by a congressional committee to a reporter for The Washington Times was withdrawn after protests from numerous press organizations, including ANPA.

Reporter Thomas D. Brandt said he was informed Dec. 18 by the House Committee on Standards of Official Conduct that its Dec. 6 subpoena had been "adjourned" —withdrawn—until further notice.

Brandt was subpoenaed after the Times ran his story that was based on an unreleased staff report on the committee's investigation into the finances of Geraldine Ferraro. The committee released the final version of the report Dec. 4, the day Brandt's story was published.

The subpoena directed Brandt to bring notes, correspondence and other documents he used to prepare that story and two others on committee efforts to learn how confidential committee information was obtained by the news media.

Brandt had said in mid-December that he would appear before the committee Dec. 21 as requested but that he would not reveal his confidential sources.

A Scripps-Howard reporter, Doug Harbrecht, was contacted by House committee investigators about a story he wrote quoting sources on the contents of the staff report.

The House committee investigated Ferraro after questions about her congressional financial disclosure came to light during the 1984 campaign in which she was the Democratic nominee for Vice President. □

Pulitzer board clarifies juror duties

The Pulitzer Prize Board has clarified policies that have been the source of occasional confusion when juries nominate entries for the prizes. The board also increased the number of annual awards from 12 to 14.

The board reiterated its position that juries are to list the top three entries in each category in alphabetical order by newspaper—without indicating their priorities to the board. In recent years, in their written comments about the nominees, some juries have endorsed certain entries for the prize.

The two categories added to the list of prizes are "explanatory journalism that illuminates significant and complex issues" and "reporting on such specialized subjects as sports, business, science, education and religion." The additions are the first since the prize for feature writing was established in 1979.

In another procedural change at the Nov. 21 meeting, the board made it possible for stories to be entered in more than one category. The main reason for this, said board Secretary Robert C. Christopher, is "basically to prevent a pileup of entries in the public-service category, which is considered most prestigious." □

Confidence in press dips, according to Harris survey

The Dec. 17 release of the Harris Survey's annual report on public confidence in 14 U.S. institutions included some unwelcome news for the press.

According to Louis Harris & Associates, in a year when public confidence in institutions rose at the fastest rate since the poll was first taken in 1966, the press slipped a notch.

In a nationwide telephone survey of 1,247 adults, 18 percent expressed "a great deal of confidence" in the "people in charge of running" the press. Only law firms (17 percent) and organized labor (12 percent) ranked lower. The response represented a drop for the press from 19 percent in 1983 but was still higher than the 16 and 14 percent it scored in 1981 and 1982, respectively.

The question read to a cross-section of U.S. adults between Nov. 9 and 14 was: "As far as people in charge of running (each institution) are concerned, would you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?"

Harris does not routinely release a breakdown in the "only some" or "hardly any" categories [presstime, Feb. 1983, p. 4]. However, the Gannett Co. subsidiary made those figures available to presstime.

The press was third from the top when respondents expressed "only some confidence" in a given institution. Exceeding the press's 61-percent rating were state governments (64 percent) and Congress (62).

Putting the "great" and "some" confidence categories together, the press got a 79-percent rating, higher than labor (62), organized religion (69), law firms (76) and major companies (77); but lower than the military (92), major educational institutions such as colleges and universities (91), Congress (90), medicine (89), the U.S. Supreme Court (87), state governments (83), local governments (82) and television news (82).

In the "hardly any confidence" category, the press got a 19-percent response.

According to David K. Krane, assistant to Louis Harris, no coaching was given respondents as to what was meant by "the press." "It means whatever people think it means," he said—"whatever comes to mind when we ask."

In response to the question vis-a-vis TV news, 28 percent expressed a "great deal" of confidence, 54 percent said "some," and 16 percent, "hardly any."

The survey has a margin of error of plus or minus 3 percent. □

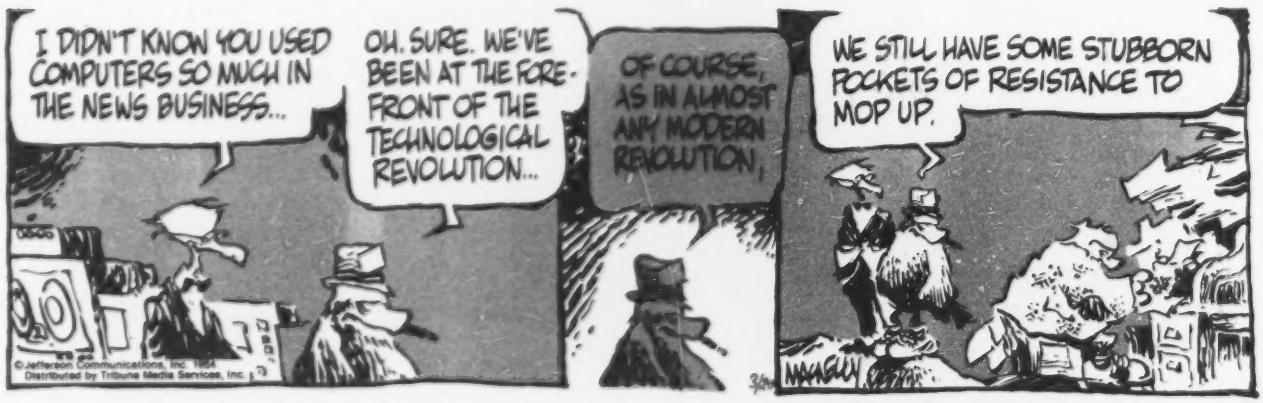
1984 APME reports available

Reports by committees of the Associated Press Managing Editors Association were released during its annual convention Nov. 27-30 in Miami. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston.

The reports and their committee chairmen are:

- Business and Economics: Janet Brandt, The Journal-American, Bellevue, Wash.
- Credibility: Gene Foreman, The Philadelphia Inquirer
- Foreign News: Paul Janensch, The Courier-Journal and The Louisville Times
- Freedom of Information: Sue Reisinger, The Miami News
- General News: Robert E. L. Baker, The Free Lance-Star, Fredericksburg, Va. (three reports)—"What We Have Learned, Twenty Years 1964-1984"; "Embargoes, News Analysis, Anonymous Sources, Performance"; and "Election '84."
- Journalism Education: Don Hatfield, The Herald-Dispatch, Huntington, W.Va.
- Media Competition: Thomas W. Jobson, Asbury Park (N.J.) Press
- Minorities: George R. Blake, The Cincinnati Enquirer
- Newsroom Management: Ralph Langer, The Dallas Morning News
- PMs Newspapering: David V. Hawpe, The Courier-Journal and The Louisville Times.
- Professional Standards: The Ethics Report, Drake Mabry, The Des Moines Register
- "Shotgun" (a wide-ranging committee): Robert W. Ritter, The Olympian, Olympia, Wash.
- Sports: Trueman E. Farris Jr., Milwaukee Sentinel
- State News: Tom Marquardt, Annapolis (Md.) Capital
- Writing and Editing: Lawrence K. Beaupre, Westchester Rockland Newspapers Inc., White Plains, N.Y. □

'Shoe' **By Jeff MacNelly**


I DIDN'T KNOW YOU USED COMPUTERS SO MUCH IN THE NEWS BUSINESS...
OH, SURE. WE'VE BEEN AT THE FORE-FRONT OF THE TECHNOLOGICAL REVOLUTION...
OF COURSE, AS IN ALMOST ANY MODERN REVOLUTION,
WE STILL HAVE SOME STUBBORN POCKETS OF RESISTANCE TO MOP UP.
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Wide variety of fellowships available to journalists

Mid-career fellowships for journalists are thriving.

Fresh from a convocation of more than a dozen heads of leading programs, Everette E. Dennis, executive director of the Gannett Center for Media Studies at Columbia University, says U.S. journalists have an "abundance" of high-quality fellowship programs, as well as a "wide array of exceptionally fine training programs."

The growth in programs has come despite cuts in federal support. Private funding has picked up the slack. This annual January listing by presstime reflects the deletion of only a few small programs and the addition of several new ones [presstime, Jan. 1984, p. 25].

Liberal arts programs. Leading the list of large, established, full-academic-year programs are the Nieman Fellowships for Journalists at Harvard University, being offered for the 47th year.

Two other programs, Journalists in Residence at the University of Michigan and The John S. Knight Fellowships for Professional Journalists at Stanford University, are similar in nature.

Each of the three accepts up to 12 experienced U.S. and a few foreign journalists who pursue their own course work but attend seminars together. Tuition to university courses is free, and fellows receive stipends of $12,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Application deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 1 at Stanford.

For information, contact:

- Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400
- John S. Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-4937.

Science and technology. The Vannevar Bush Fellowships at the Massachusetts Institute of Technology, also modeled on the Nieman program, are designed to improve the quality of writing about science and technology.

About eight print and broadcast journalists with at least three years' experience in science and technology reporting will receive stipends of $18,000 for the academic year. The program allows participants to strengthen their knowledge of current research by auditing courses at MIT. Each also takes part in a special seminar and produces a magazine-length report. Deadline is March 1. Contact Victor K. McElheny, Program in Science Technology and Society, Room E51-211, Massachusetts Institute of Technology, Cambridge, Mass. 02139; (617) 253-3442.

Two associations of science writers offer programs to improve skills.

The Council for the Advancement of Science Writing awards four to seven Nate Haseltine Fellowships of up to $2,000 to journalists already accepted into graduate-level programs in science reporting. Deadline is June 1. Contact William J. Cromie, 618 N. Elmwood, Oak Park, Ill. 60302. (312) 383-0820.

The National Association of Science Writers sponsors a month of study at Duke University for two writers who specialize in such areas as science, medicine, energy and health. The writers, who must also have been members of NASW for at least five years, set up their own schedule at Duke. Deadline for the fall semester is July 15. Contact Diane McGurgan, National Association of Science Writers, P.O. Box 294, Greenlawn, N.Y. 11740; (516) 757-5664.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level, executive programs in the university's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carnegie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 578-8500.

Law, economics and public policy. For the ninth year, the Yale University Law School is offering a master of studies in law degree to up to five journalists. For the first semester, participants take a regular first-year law curriculum. For the second semester, they may choose electives from other parts of the university besides the law school. A stipend covers tuition and the fellows' employers are encouraged to provide some support for living expenses. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

Entering its 12th year, The Kiplinger Graduate Program in Public Affairs Reporting at Ohio State University offers fellowships to 10 journalists with at least two years' experience. Stipends of up to $17,000 cover living expenses and an academic year of course work leading to a master's degree.

Deadline is Feb. 1. Contact the Kiplinger Graduate Program in Public Affairs Reporting, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210-1107; (614) 422-2607.

The 10-year-old Walter Bagehot Fellowship Program in Economics and Business Journalism offers 10 experienced journalists an academic year at Columbia University, primarily in the Graduate School of Business. Fellows also attend seminars on business, economics and finance. Deadline is April 6. Contact Chris Welles, The Bagehot Fellowship, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-2711.

For 20 journalists with about three years' experience, the Herbert J. Davenport Fellowships at the University of Missouri offer a month-long program to develop skills in business reporting. Participants pay $300 towards tuition and board. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

Journalists are also eligible for two fellowship programs in Washington, D.C., on government issues.

The American Political Science Association's one-year Congressional Fellowship Program offers journalists $16,000 plus travel expenses. The 48 APSA fellows combine Capitol Hill jobs with seminars arranged by the association. Deadline is Dec. 1. Contact Catherine E. Rudder, Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave., Washington, D.C. 20036; (202) 483-2512.

The White House Fellowship program

allows 13-19 participants to work on the staffs of the President, Vice President or cabinet-level officials plus attend seminars with the fellowship group. The stipend is equivalent to a grade-15, step-3 government pay scale, or $53,000. Deadline is Dec. 1. Contact the President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503; (202) 395-4522.

At least three programs focus on developing reporters' expertise in banking.

For the second year, the National Press Foundation will offer five fellowships to journalists to attend a two-week "resident session" of the Graduate School of Banking held at the University of Wisconsin-Madison. Applicants should have at least five years' experience as journalists. Deadline is June 1. Contact the National Press Foundation, National Press Building, Washington, D.C. 10045; (202) 662-7350.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters for the two-week June session of the Stonier Graduate School of Banking at Rutgers University. The program is aimed at journalists new to the business beat. Deadline is Feb. 28. Contact Sunye Kwon, American Bankers Association, 1120 Connecticut Ave., Washington, D.C. 20036; (202) 467-4265.

American Banker, a financial daily newspaper, awards two $4,500 scholarships for graduate study in journalism or business to journalists who are interested in pursuing a career in financial journalism. Deadline is March 31. Contact American Banker, 1 State Street Plaza, New York, N.Y. 10004; (212) 943-6700.

International. For the 10th year, The Gannett Fellowship Program in Asian Studies will be at the University of Hawaii. Funded by the Gannett Foundation, the two-semester course for six mid-career journalists is designed to strengthen news coverage of Asian affairs. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822.

Also in Hawaii, the East-West Center, an international educational institution established by Congress in 1960, offers six Jefferson Fellowships to mid-career U.S. reporters, editors and editorial writers, and six to Asian counterparts. The nine-week program is divided between travel—U.S. journalists to Asia and Asians to the United States—and seminars for all 12 in Hawaii. Selections for 1985 have been made, and the deadline for 1986 will probably be Oct. 1. Contact the curator, Jefferson Fellowships, Institute of Culture and Communication, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

MIT economist Lester Thurow lectures Nieman and Bush fellows.

Columbia University's Graduate School of Journalism screens candidates for two foreign studies programs.

One is for two journalists with at least four years' experience who receive $7,000 each for the Paris-based Journalists in Europe program. They join about 35 journalists from other countries in an eight-month study of political, social and economic issues.

The second is the John J. McCloy Fellowship program that provides two U.S. journalists a month of study in West Germany and two German journalists an equivalent time in the United States.

Deadline for both programs is Feb. 15. Contact Saul Friedman, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3817.

At least 10 scholarships of $5,000 each are awarded by the Inter American Press Association. Half go to U.S. or Canadian journalists or journalism-school graduates for a year of study and reporting in Latin America. The other half go to Latin Americans for similar experiences in the United States or Canada. A good working knowledge of the host country's language is required. Deadline is Sept. 15. Contact the Inter American Press Association Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465.

The National Press Foundation will pay tuition and travel expenses for an intensive three-month course in Spanish at the Guernavaca Language School in Guernavaca, Mexico. The journalists' employers are expected to cover the modest expense of living with Mexican families. Deadline is June 1. Contact the National Press Foundation, National Press Building, Suite 1160, 529 14th Street N.W., Washington, D.C. 20045; (202) 662-7350.

The International Press Institute sponsors an annual exchange of 10 U.S. and 10 Japanese journalists for three weeks of study and travel. All expenses are paid by the Japan Newspaper Publishers Association and the Japan-United States Friendship Commission. Deadline is May 1. Contact Richard H. Leonard, The Milwaukee Journal, 333 W. State St., Milwaukee, Wis. 53203; (414) 224-2000.

Other international fellowships not specifically for journalists, but for which journalists are eligible, include the Fulbright Scholarships, which offer an academic year of study abroad. Funds are provided for travel and living expenses as well as some professional needs. Deadline is June 15 for Australia, New Zealand and South America, and Sept. 15 for other countries. Contact the Council for International Exchange of Scholars, 11 Dupont Circle, Suite 300, Washington, D.C. 20036; (212) 833-4950.

Another such program is sponsored by The Rotary Foundation of Rotary International. It includes about 50 journalists among 1,200 recipients of fellowships covering education, travel and living expenses for an academic year abroad. Deadline is March 1. Applicants must be

sponsored by a local Rotary club. Contact the Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201. (312) 328-0100.

The Robert Bosch Foundation Fellowship Program, in its second year, offers journalists and specialists in law, economics, public affairs and business administration seven months of work and study in West Germany. Ten to 15 participants are selected for the September-through-March program, which includes an intensive German language course. Deadline is Oct. 15. Contact the Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society Inc., 425 Park Ave., New York, N.Y. 10022; (212) 751-5544.

Reversing the emphasis of most of the international fellowships, the Council on Foreign Relations offers seasoned U.S. foreign correspondents opportunities to broaden their experience by study at home.

The CFR's Edward R. Murrow Fellowship gives one journalist a year's coordinated program of reading, study, discussion and writing. The stipend is equivalent to nine months of the individual's pay, up to a maximum stipend of $45,000. The program also includes some course work at a university in New York state.

Another CFR program, the International Affairs Fellowships, provides a contrasting career experience for 10-15 journalists and other professionals. For one year, with a salary of about $25,000, participants work in different jobs, such as with firms conducting international business or research, and thus gets a different perspective on international affairs.

Deadline is April 1 for the Murrow program and Oct. 31 for the International Affairs Fellowships. Contact the Council on Foreign Relations, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

Minorities. ANPA Foundation is offering a record 24 fellowships to minorities employed by newspapers or as journalism educators in 1985. The fellowships pay tuition, board and travel expenses for minorities to attend newspaper-business seminars. Deadline for seminars during the first half of the year is Jan. 25. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

The newspaper industry's largest center for training minorities, the Institute for Journalism Education, this year is adding a new program called the IJE Management Institute designed to increase the number of minorities moving into top newspaper management positions. Details are not final, but current plans call for a 12-week program divided between course work at the Kellogg School of Management at Northwestern University and field work at news organizations.

Tuition for the 22 participants expected in the first class will be paid by their current employers or by fellowships provided through IJE. Application deadline has not yet been established. Contact The Management Institute, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Other IJE programs are the eight-week IJE Editing Program for Minority Journalists at the University of Arizona and the 11-week Summer Program for Minority Journalists at the University of California, Berkeley.

The June 2-July 26 editing program, in its sixth year, will continue to include production of a weekly newspaper and work on the copy desks of Tucson's daily newspapers. The 12 participants must have at least one year of reporting experience on a daily newspaper or one year of reporting or editing in other media. Deadline is Feb. 15. Contact the Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

The other program, beginning its 15th year, will be June 2-Aug. 16. It is open to minorities "who show writing talent and potential but who lack extensive journalism experience." As in the other IJE programs, the 12 to 15 participants are guaranteed job placement on completion of the session. Deadline is March 1. Contact the Summer Program for Minority Journalists, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Independent study. There are numerous mid-career opportunities for journalists who wish to pursue studies that are not part of an organized program.

New this year from the recently established Gannett Center for Media Studies is a residential program for 12-15 fellows, about one-third from the media. The program, which will not be fully operational until 1986, is for "people with intellectual interests who want to work on a substantial project," says center Executive Director Dennis. These fellowships will fund work for a period of three months to a full academic year.

Deadline is Feb. 1. Contact Everette E. Dennis, Gannett Center for Media Studies, 420 West 118 St., Rooms 1506-7, Columbia University, SIA Building, New York, N.Y. 10027.

The Alicia Patterson Foundation provides about five grants to journalists working on specific projects for a year. The grants of about $25,000 each are available to print journalists who have been working at least five years. Deadline is Oct. 1. Contact Helen McMaster Coulson, Alicia Patterson Foundation, 655 15th St. N.W., Washington, D.C. 20005; (813) 962-6060.

The Scripps-Howard Foundation awards 10 Ellen B. Scripps Fellowships to journalists pursuing graduate studies in an accredited program. The $2,000 grants are designed to encourage journalists to become more proficient in subjects they cover. Applications are due Feb. 15. Contact Scripps-Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3037.

The Fund for Investigative Reporting gives approximately 40 grants a year ranging from a few hundred to a few thousand dollars to journalists working on special projects. Applications are considered throughout the year. Contact Howard Bray, Fund for Investigative Journalism Inc., 1346 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 462-1844.

Ohio State University's James Thurber Writer-in-Residence Project offers a $25,000 stipend and a year's residence in the newly restored Thurber home. The writer-in-residence, who must have published a book, will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Deadline is Dec. 15. Contact the Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 228-7441.

The Society of Professional Journalists, Sigma Delta Chi, annually awards The Eugene C. Pulliam awards for Editorial Writers, which provides $10,000 toward study and travel. Deadline is Aug. 1. Contact Pulliam Fellowship, SPJ,SDX, 840 N. Lake Shore Drive, Suite 801, Chicago, Ill. 60611; (312) 649-0211. For the second year, the National Press Foundation will offer journalists and scholars $2,000 writing and research grants that "contribute to improving the quality of journalism." Applications are accepted throughout the year. Contact the National Press Foundation, National Press Building, Washington, D.C. 20045; (202) 662-7350.

Canadian journalists are eligible for Southam Fellowships, which underwrite up to two-thirds of their regular salary for an eight-month academic year at the University of Toronto. At least three fellowships are granted to journalists with at least five years' experience. Deadline is March 1. Contact Southam Fellowships, Room 107, Simcoe Hall, University of Toronto, Toronto, Ontario M5S 1A1; (416) 978-2197. —*Marcia Ruth*

Four more mills settle

Labor agreements have been reached at four North American newsprint mills—three in Canada and one in the United States.

The latest settlement ended a four-month strike by the Confederation of National Trade Unions at Consolidated-Bathurst Inc.'s La Baie, Quebec, mill [presstime, Nov. 1984, p. 53].

The new three-year contract follows what has become the pattern at newsprint mills in Eastern Canada since last year, with wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

Earlier, members of the Canadian Paperworkers Union ratified a four-year contract at Bowater Newfoundland Ltd.'s Corner Brook, Newfoundland, mill [presstime, Nov. 1984, p. 53]. The agreement provides for a wage freeze in the first two years, 11.5-percent pay hikes through May 1987 and a wage increase effective June 1, 1987, equal to that negotiated at Kruger Inc.'s Trois-Rivieres, Quebec, mill.

Kruger is currently negotiating for purchase of Bowater's Corner Brook mill.

CPU members also ratified a three-year contract at Rothesay Paper Co.'s Saint John, New Brunswick, mill. Workers agreed to a wage freeze for the first two years and a 6-percent pay hike in the third year.

And members of the Association of Western Pulp & Pulp Workers ended a two-month strike at Crown Zellerbach Corp.'s Port Angeles, Wash., mill with ratification of a new, five-year contract. It provides for no wage increase in the first year and increases of 4 percent and 4.5 percent in the second and third years, respectively. Increases in the fourth and fifth years will be based on pay hikes negotiated by the Employers Bargaining Council representing Pacific Northwest mills of other companies.

Meanwhile, meetings continued between the AWPPW and Boise Cascade at its Steilacoom, Wash. mill, where the contract expired May 31, 1984; and between the United Paperworkers International Union and Garden State Paper Co. at its Garfield, N.J., mill, where the contract expired Oct. 1, 1984. □

No big U.S. projects on tap

United States paper companies are not planning major expansions of newsprint capacity through 1987, according to a survey by the New York City-based American Paper Institute.

(The study predates the announcement reported in the first item of the "Newsprint Notes" column on this page.)

In its annual study of U.S. paper, paperboard and wood pulp capacity, [presstime, Jan. 1984, p. 46], API said that one newsprint machine will be idled this year, as two were in 1984. These three machines total more than 300,000 short tons of capacity.[1]

There were 47 newsprint machines operating in the United States in 1983, representing 5.2 percent of all machines that produced paper in the country.

The amount of paper that is recycled is expected to increase from 23.2 percent of all paper produced domestically in 1983 to 24.2 percent in 1987, the study reported.

Included in the 1983 total of 15,822,000 short tons of recycled paper were 2,692,000 tons of old newspapers, or 17 percent of all paper recycled. In 1987, recycled newspapers are expected to reach 3,127,000 tons—16.8 percent of the projected recycling total of 18,634,000 tons. □

[1]Although newsprint figures are now being reported in metric tons, this study also embraced other forms of paper that are not calculated metrically. A short ton is 2,000 pounds; a metric ton is 2,204.6 pounds.

NEWSPRINT NOTES

• Great Lakes Forest Products and five U.S. newspaper companies plan a **joint venture to build a 154,000 metric tons-a-year newsprint mill** in Washington state.

Newspaper firms involved in the $210-million project are Central Newspapers Inc. of Indianapolis, Chronicle Publishing Co. of San Francisco, Kearns-Tribune Corp. of Salt Lake City, McClatchy Newspapers of Sacramento and The Copley Press Inc. of La Jolla, Calif.

• Reed Inc. will spend an additional $61 million (Canadian) to **modernize its Quebec City newsprint mill.** This will boost the cost of the modernization program at the mill to $260 million, with federal and provincial grants funding about 10 percent of the total.

Capacity will rise to 420,000 metric tons a year, an increase of 100,000 metric tons a year, when the project is completed in 1986 [presstime, Jan. 1983, p. 44].

• Stockholders of St. Regis Corp. and of Champion International Corp. **approved the merger** of the two companies. It leaves Champion as the largest U.S. paper company and the second-largest U.S.producer of lumber and timber [presstime, Oct. 1984, p. 60].

Financial report of paper companies, first nine months of 1984

Net income (in thousands of dollars)

	1984	1983	% Change
Abitibi-Price Inc.	46,349(a)	22,863(b)	+102.7
Boise Cascade Corp.	94,120	46,150	+103.9
Bowater Inc.	42,897	24,794	+73.0
British Columbia Forest Products Ltd.	(3,200)	(27,000)	--
Consolidated-Bathurst Inc.	67,600(c)	25,600	+164.1
Crown Forest Industries	(8,400)	(14,400)	--
Crown Zellerbach Corp.	76,600	62,700	+22.2
Domtar Inc.	80,900(c)	23,700(a)(b)	+241.4
Donohue Inc.	19,600	3,700	+429.7
Great Lakes Forest Products Ltd.	10,100	(8,200)	--
International Paper Co.	193,900	186,200	+4.1
Kimberly-Clark Corp.	172,200(c)	143,000	+20.4
MacMillan Bloedel Ltd.	(4,700)	14,700(c)	--
Southwest Forest Industries	13,124	(9,018)	--
Weyerhaeuser Co.	198,810	134,768	+47.5

(a) including extraordinary loss
(b) restated
(c) including extraordinary gain
( ) loss

October consumption by dailies, all users sets a record

October 1984 was a record month for newsprint consumption by all U.S. users and by U.S. daily newspapers.

All users consumed 1,013,000 metric tons, according to preliminary estimates. That figure is 1.2-percent above the previous record of 1,001,000 tons established in October 1983.

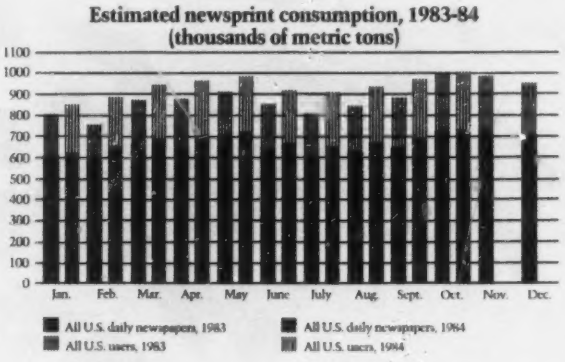
The new all-time high was set even though there were four Sundays in the month, compared with five in October 1983.

Consumption by U.S. dailies in October 1984 was nearly 736,000 metric tons, about 6,000 tons (0.8 percent) higher than the previous record set in November 1983.

In both categories, October marked the 10th consecutive month of increase compared with 1983 levels. And for the first 10 months combined, 1984 consumption was up 8.6 percent for all users and 5.2 percent for U.S. daily newspapers.

At the end of October 1984, newsprint inventories of ANPA-member newspapers in the statistical sample were estimated to be 44 days—six days higher than at the end of the previous October. Stocks of North American mills were down about 4.2 percent from the previous year's levels.

The October operating rate was 93 percent for both Canadian and U.S. mills.



Estimated consumption of all U.S. users

	1984	1983	% Change
August totals	948,000(r)	847,000	+11.9(r)
September totals	968,000	885,000	+9.4
October totals	1,013,000(p)	1,001,000	+1.2(p)
Ten-month totals	9,396,000(p)	8,650,000	+8.6(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	October 1984(p)	October 1983	% Change
Northeast	182,973	186,346	-1.8
North Central	159,587	157,656	+1.2
South	233,282	229,560	+1.6
West	159,901	156,627	+2.1
Circulation size			
up to 25,000	49,001	53,898	-9.1
25,001-100,000	128,993	126,789	+1.7
Over 100,000	557,749	549,502	+1.5
October totals	735,743	730,189	+0.8
Ten-month totals	6,831,925	6,491,985	+5.2
Region	**September 1984(r)**	**September 1983**	**% Change**
Northeast	172,825	162,162	+6.6
North Central	149,955	143,501	+4.5
South	222,025	210,187	+5.6
West	147,841	142,868	+3.5
Circulation size			
up to 25,000	46,126	50,844	-9.3
25,001-100,000	120,328	117,203	+2.7
Over 100,000	526,192	490,671	+7.2
September totals	692,646	658,718	+5.2
Ten-month totals	6,096,182	5,761,796	+5.8

Production

	Canada	U.S.A.	North America
October 1984	792,569	429,985	1,222,554
October 1983	750,113	406,188	1,156,301
Increase	+42,456	+23,797	+66,253
	+5.7%	+5.9%	+5.7%
Ten months 1984	7,503,731	4,222,185	11,725,916
Ten months 1983	7,038,433	3,901,372	10,939,805
Increase	+465,298	+320,813	+786,111
	+6.6%	+8.2%	+7.2%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
August 1984	950,624	43(r)	5(r)
August 1983	848,560	40	6
September 1984	923,466	39	6
September 1983	811,782	36	5
October 1984	907,582	38	6
October 1983	784,896	33	5
Canadian mills			
October 1984	329,427	--	--
October 1983	343,754	--	--
U.S. mills			
October 1984	70,593	--	--
October 1983	115,812	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1984	572,211	99,083	120,666	791,960
October 1983	551,949	84,592	127,365	763,906
Ten months 1984	5,466,309	875,164	1,136,712	7,478,185
Ten months 1983	4,927,935	794,765	1,228,279	6,950,979
Increase or decrease	+538,374	+80,399	-91,567	+527,206
	+10.9%	+10.1%	-7.5%	+7.6%
From U.S. mills				
October 1984	406,279	---	19,570	425,849
October 1983	387,026	---	19,583	406,609
Ten months 1984	4,037,742	---	214,556	4,252,298
Ten months 1983	3,649,705	---	222,264	3,871,969
Increase or decrease	+388,037	---	-7,708	+380,329
	+10.6%	---	-3.5%	+9.8%
From North American mills				
October 1984	978,490	99,083	140,236	1,217,809
October 1983	938,975	84,592	146,948	1,170,515
Ten months 1984	9,504,051	875,164	1,351,268	11,730,483
Ten months 1983	8,577,640	794,765	1,450,543	10,822,948
Increase or decrease	+926,411	+80,399	-99,275	+907,535
	+10.8%	+10.1%	-6.8%	+8.4%

[1]Based on stratified data from ANPA-member newspapers in statistical sample, figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

"Our new UNIMAN 4/2 has run beautifully from day one."

Jack Mann, Production Manager
The Telegraph

For its size (circulation 30,000), The Telegraph in the Nashua area of New Hampshire may be one of the most progressive papers in the country. Almost every department is thoroughly computerized to achieve maximum productivity. When the paper recently converted from letterpress to offset, it chose M.A.N.-Roland's UNIMAN 4/2 with production performance in mind.

Says production manager Jack Mann, "The folder and the remote inking system with its automatic preset and direct dampening were deciding factors. Usually, we get saleable papers within fifty copies after the ink is turned on."

And Mr. Mann is *very* pleased with the installation crew. "Support from M.A.N. has been excellent," he declared. "They installed the units with shims as thin as a thousandth of an inch to make sure the press was absolutely level. Where else are you going to find that?"

M.A.N.-Roland, a world leader in the manufacturing of printing presses, serves newspapers that demand productivity and quality. For more information on the affordable UNIMAN 4/2 double width or UNIMAN 2/2 single width press, call us at 201-469-6600, or write to M.A.N.-Roland Newspaper Press Division, 333 Cedar Avenue, Middlesex, NJ 08846.

UP AND RUNNING at the Nashua Telegraph UNIMAN 4/2

TMC technical needs examined

Some newspapers have shown that the correct blend of new technology and total-market-coverage products can help a newspaper compete effectively against direct-mail firms.

Such efforts were described at the ANPA Technical Symposium on Distribution Systems Oct. 31-Nov. 1 in Chicago.

Also addressed were various marketing issues of distribution.

For the Lexington (Ky.) Herald-Leader, the solution to hardware needs in distribution included purchase of a Goss Metro offset press, a Ferag conveyer and inserting drum and an Avery on-line labeling system, all contained in a new centralized facility, according to Lynn R. Steely, the paper's mailroom superintendent.

The Herald-Leader's TMC solution was a new publication: Bluegrass Today, which is carrier-delivered on Sunday and mailed via third-class on Wednesday.

"We normally zone both preprints and ROP (advertising)," Steely said, "and have had up to 36 different zones on Sunday and 12 to 27 on Wednesday. We regularly zone both TMC packages, (and) some of our zones (are only) several hundred products."

The commitment to the program, Steely said, has held direct-mail competition "to minimum product penetration in our market area."

The Herald-Leader calls its subscriber/non-subscriber database the Circulation Information System, which audits carrier routes daily. The newspaper uses current city directories to supply street address, names and phone numbers, "and other information pertaining to our CIS household information," Steely said. "The post office provides our CIS department with carrier postal schemes, which are their patterns for mail delivery."

The paper periodically hires temporary staffers to validate the existence or non-existence of households, Steely said. Zoning is determined by census tract.

The Times of Gainesville, Ga., had a different story. It had lost some of its major advertisers to direct mail and had to act to get them back, according to President and Publisher W.V. Harwell Jr. "Advo captured Sears and several department stores, so we were facing a difficult situation," he said of the large direct-mail company known formally as Advo-System.

The first step was to gather needed data—a process bolstered by the Times' printing of USA Today for the Atlanta market. "Because of the (press and mailroom) equipment available to us through the startup of USA Today, we decided to start compiling a non-subscriber list." The list grew to 30,000 names. It now is updated daily.

Other steps included instituting a direct ad sales campaign to recover the advertisers, and redesigning an existing TMC product and insert rate structure.

"In the last two months," Harwell said, "we've recaptured the Sears and (all) department-store accounts from Advo." □

Single copies of the following speeches from the ANPA technical symposiums held Oct. 30-Nov. 1 in Chicago are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Pressroom Options II

Remarks by Walter E. Mattson, chairman, ANPA Technical Committee, and president, The New York Times Co.

Press Options—Business Decision Rationale, Louis J. Franconeri, vice president/operations, A.S. Abell Co., Baltimore

Current Technology Status, Thomas Might, vice president/production, The Washington Post

The Pittsburgh Press Experience, Michael D. Williams, production director

Burlington County Times (N.J.) Offset Experience, George E. Botsko, production director

PEC Conversion in San Bernadino, Calif., Jonathan Markey, president and chief executive officer/Gannett Offset, USA Today

Smith Conversion, Los Angeles Times, Charles J. Morrow, director of production

PEC Replacement Unit, Joseph R. Nay, director of operations, Post-Tribune Publishing Inc., Gary, Ind.

M.A.N.-Roland Replacement Unit in Bradenton, Fla., Larry Marbert, director of construction and mechanical systems, Knight-Ridder Newspapers Inc., Miami

Goss Replacement Unit in Joplin, Mo, Jim Hitchman, assistant vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

The Boston Globe Satellite Plant David Stanger, senior vice president and business manager, Globe Newspaper Co.

The Atlanta Decision, Jim Missroon, pressroom general foreman, Atlanta Journal and Constitution

Japanese Press Developments, Hisao Oka, executive managing director, Yomiuri Shimbun, Tokyo

European Press Developments, Thomas H. Garrud, technical director, Harmsworth Publishing Ltd., London

Concluding Discussion and Wrap-up, Louis J. Franconeri

Distribution Systems

Overview, Ronald L. Rickman, vice president/newspapers, Lee Enterprises Inc., Davenport, Iowa

The Direct or Shared Mail Challenge, James W. Hopson, publisher, Middlesex News, Framingham, Mass.

Postal Regulations and Future Concerns, W. Terry Maguire, ANPA vice president/general counsel

How Will Management and Labor Meet the Challenge? Roy W. Anderson, ANPA vice president/human resources

What is a Packaging and Distribution Center?, Charles R. Blevins, vice president/production, Gannett Co. Inc., Rosslyn, Va.

What Equipment is Commercially Available to Meet the Challenge? George Cashau, ANPA director, technical research

Harris 1472, Alfred J. Giguere, director of operations, Capital Newspapers Group, Albany, N.Y.

Ferag, Thomas W. Cooper, production director, Union-Tribune Publishing Co., San Diego

Kansa, Scott C. Schurz, chairman and publisher, Herald-Telephone, Bloomington, Ind.

Muller-Martini, Thomas F. Budd, distribution manager, Southern Connecticut Newspapers Inc., Stamford

Stepper, David B. Regan, general manager, Santa Cruz (Calif.) Sentinel

Subscriber List Management and Distribution, Lynn R. Steely, mailroom superintendent, Lexington (Ky.) Herald-Leader

Large Circulation Newspaper Automated System, Robert M. Crocco, manager/post-press operations, The Baltimore Sun

Medium Circulation Automated Systems, L. John Rothwell, vice president, technical resources, Southam Inc., Toronto

Forecast of Things to Come—Problems to be Addressed, Ronald L. Rickman

To add 'snap' to red spot color, mix yellow with magenta

BY WILLIAM D. RINEHART

Because of the configuration of newspaper presses, a red spot-color ad occasionally must run on the opposite side of the same printing cylinder or immediately adjacent to a page with process color. Under these circumstances, the red spot-color ad is frequently reproduced with the process magenta ink.

The resulting spot color may not be acceptable to an advertiser who requires a red with more "snap" to it. But there is an answer.

A newspaper can use process color and satisfy advertisers by overprinting a combination of process magenta and process yellow, which produces a striking, appealing red.

Preparing and producing the additional yellow spot-color printing plate is relatively simple. The negative for the spot-color ad is first used to make the printing plate for the magenta color.

The yellow plate is made by placing a 60-percent screen over the same negative that is used to make the magenta plate and exposing a second plate.

ANPA tests indicate that a 60-percent yellow tint combined with the magenta produces a highly acceptable spot red. It is, however, also possible to obtain various other shades of red by changing the screen percentages used in producing the yellow plate.

Because both the magenta and black copy negatives for a spot-color ad are usually pre-registered prior to exposure, the yellow plate produced from the same magenta negative should also be in register with the magenta and black plates.

This procedure can also be used for printing red color bars or other types of editorial designs.

The only additional costs involve producing the additional plate and using a relatively small amount of yellow ink.

This method permits the flexibility of running high/low with a spot color and a process page on a collect press run. It also eliminates the need of separating inks on the same cylinder when spot color ads are running adjacent to a process-color page. No additional press capacity is required because the same printing cylinders are used to run the process colors.

In those cases when process color is not being run, however, newspapers should use the AdPro® or Ad-Litho™ spot color specified by the advertiser. □

Rinehart is ANPA vice president/technical.

ANPA seeks used Urbanite unit for research

ANPA is seeking a used Urbanite offset press unit for one of the press lines at The Newspaper Center.

According to George Cashau, ANPA director/technical research, the Association would prefer donation of a black unit, vintage 1968-70, but a loaned unit would also be welcome.

The Technical Research Department would replace the unit's conventional offset ink delivery method with an anilox inking system for experimentation with new inks.

The tests being conducted on anilox offset presses involve using a non-contact dampening systems, or spiral brushes.

"We would like to convert a contact dampening system (press) to an anilox inking system," Cashau said.

Interested parties should contact Cashau at The Newspaper Center in Reston. □

TECHNOLOGY NOTES

• ANPA is offering to license ink manufacturers for the **production of ANPA-INK™**, the non-petroleum-based letterpress ink the Association developed.

Letters to that effect were sent to J.M. Huber, U.S. Printing Ink, Inmont Corp., Flint Ink Corp., the News Ink Division of Sun Chemical Corp. and Reichold Canadian Printing Ink. The licensing fee will be $10 annually.

Relatedly, ANPA applied for a patent on the offset version of the ink.

• Cybertext Corp. will begin marketing **French-language versions** of its front-end systems.

To facilitate marketing both the French and English MicroCOMPOSER versions in Canada, the firm formed a Cybertext/CANADA subsidiary.

• Hastech Inc., a front-end and pagination systems manufacturer, **laid off 46 staffers**.

The firm, which had employed 260 people, said most of the layoffs were made in the manufacturing department, but cuts were also made in other areas.

Hastech attributed the layoffs to a general slowdown in sales and changes in the manufacturing process.

TECHNOLOGY CALENDAR

• The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and the New Orleans Convention Center.

• The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.

• The Computer Technologies Department of Printing Industries of America will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

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ITU decries Teamsters 'raids'

While the beleaguered International Typographical Union battled the clock last month in negotiations for a merger agreement with an allied graphic arts union, the rival Teamsters continued attacking the ITU flanks and captured another 400 of its former members.

The actions caused the anger that has been simmering between the two unions to flash into the open in a heated exchange between ITU President Robert S. McMichen and International Brotherhood of Teamsters President Jackie Presser.

The Teamsters won elections conducted by the National Labor Relations Board in December that gave the 1.9-million-member union bargaining rights for the three groups of former ITU members at newspapers in Cleveland and Columbus, Ohio.

But the ITU has blocked the NLRB's certification of the election results by filing charges with the agency alleging Teamster violations of the Taft-Hartley Act prior to the elections.

Before the elections, in a telegram to Presser, McMichen had protested the "raids" on his membership. McMichen urged Presser to instruct his representatives to withdraw the election petitions, which McMichen said were in violation of a verbal "no-raiding" agreement between the two unions.

Presser, however, rejected McMichen's appeal in a three-page letter. "In your telegram," Presser said, "you refer to 'the betterment of our future relationship.' Based upon my personal observation of your activities and your writings, I must seriously question the genuineness of that reference."

The Teamsters president said the telegram was the "first direct contact with me since you became president" last August. "Although you have spent a considerable amount of time in Washington," Presser wrote, "you have never made any effort to meet to continue the cooperative relationship between our unions. Rather, you have spent your time engaging in a deliberate campaign of attacking me, the Teamsters union and any ITU member who supports the Teamster merger/affiliation agreement."

"Rather than sending me self-serving telegrams," Presser wrote, "you would better serve the membership of the ITU by engaging in honest dialogue and by ceasing the barrage of inaccurate information and distorted propaganda."

The Nov. 29 issue of the ITU Review, distributed from the president's office, said Presser's reply was "only a personal attack on McMichen and did not address the issue."

McMichen, who was unavailable for comment on the letter, had been in Washington attempting to devise a merger document between his union and the Graphic Communications International Union. If no ITU-GCIU agreement is sealed by Jan. 8, the ITU is directed by recent convention action to submit the Teamsters merger proposal to a membership vote.

GCIU President Kenneth J. Brown was to meet with McMichen again in late December at ITU headquarters in Colorado Springs. Even if an agreement is secured before the Jan. 8 deadline, it must be approved by the GCIU board, and union sources said a vote by both unions' memberships on the document could not be expected until March.

Although both Brown and McMichen have refused to comment on the progress of the merger talks, the ITU Review quoted McMichen as saying, "There's no issue we've encountered so far that has proven to be a real stumbling block. And we've discussed many of the most difficult ones."

According to the Review, McMichen said that the biggest problem the ITU has had to confront in the discussions thus far has been "the cloud cast over ITU's membership by Teamster raiding efforts."

In the NLRB elections, mailers at The Plain Dealer in Cleveland voted 122-9 in favor of the Teamsters, mailers at The Dispatch Printing Co. in Columbus voted 117-4 for the Teamsters, and composing room employees at The Plain Dealer went 100-16, Teamsters.

The ITU, however, has taken steps in an attempt to protect its interests in Cleveland. In addition to filing charges with the NLRB, the ITU has asked the U.S. District Court in Cleveland to enforce its trusteeship of Cleveland Mailers Union No. 12, the mailers' unit at The Plain Dealer that voted for the Teamsters [presstime, Dec. 1984, p. 50].

Another NLRB election was scheduled for Dec. 21 at The New Haven (Conn.) Register and Journal-Courier where composing room employees filed a petition to decertify the ITU as their bargaining agent. The ITU has denounced the petition as another Teamsters raid.

One ITU local beat back a similar Teamster effort.

In Toronto, ITU-represented employees at Ontario Banknote Ltd. voted 34-12 to keep the ITU as their union. Before the election, which was supervised by the Ontario Labor Relations Board, the Teamsters had signed up more than half of the workers. "We turned it around," said Douglas W. Grey, president of Typographical Union No. 91.

—Clark Newsom

NLRB elections

Austin (Texas) American-Statesman, ITU: Composing, camera and platemaking employees voted 39-34 against continued representation by Typographical Union No. 138.

(NLRB Case No. 23-RD-527)

Belleville (Ill.) News-Democrat, GCIU: Pressroom employees voted 5-4 in favor of continued representation by St. Louis Local 38 of the Graphic Communications International Union.

(NLRB Case No. 14-RD-955)

Belleville News-Democrat, IBT: Truck drivers voted 15-0 against continued representation by Local 50 of the International Brotherhood of Teamsters.

(NLRB Case No. 14-RD-1013)

Evansville (Ind.) Courier and Press, ITU: Maintenance employees voted 19-8 against representation by Typographical Union No. 35.

(NLRB Case No. 25-RC-8070)

Hartford Courant, IBT: Transportation department employees voted 55-19 against representation by Local 559 of the Teamsters.

(NLRB Case No. 39-RC-545)

La Opinion, Los Angeles, IBT: Editorial employees voted 15-15 against representation by Local 986 of Teamsters.

(NLRB Case No. 21-RC-17390)

Long-running discharge case still unresolved

The National Labor Relations Board recently issued its third decision in a case involving the 1978 discharge of two pressmen at the San Francisco Newspaper Agency.

The decision clarifies the circumstances under which their union is liable for back pay for not properly representing them at the time of their discharge.

In its first decision, issued in 1980, the board had absolved Web Pressmen and Platemakers' Union No. 4, which is affiliated with the Graphic Communications International Union, of a complaint that it had inadequately represented pressmen Gil Fowler and Michael Tenorio in handling their grievance.

But that decision was overturned on the two pressmen's appeal to the 9th U.S. Circuit Court of Appeals.

In 1983, on remand from that court, the board issued a second order directing the union to request the company—which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—to reinstate Fowler and Tenorio.

The order specified that if the company refused to reinstate the two men, then the union should pursue the grievance procedures of the labor agreement.

However, the board said if it was not possible to arbitrate the grievance "due to considerations of timeliness," then the union must pay Fowler and Tenorio for any lost wages [presstime, Oct. 1983, p. 36].

In its latest decision, the board said it was faced with a situation where there is "uncertainty" whether the grievance could be processed to arbitration. The board said its second order raised the question of whether the union would still be liable for back pay if it could not arbitrate the grievance due to some reason other than timeliness.

The board said that "on further consideration," it could find no basis for making the union's back-pay liability contingent solely on the union's inability to pursue the grievance because of timeliness. Rather, if the union is unable to obtain further consideration of the grievance "for any procedural or substantive reason," the union is liable for back pay to the two men.

(San Francisco Web Pressmen and Platemakers' Union No. 4 and Fowler, 272 NLRB No. 138) □

NLRB again orders Guild to delete resignation proviso

Restrictions on resignations from The Newspaper Guild as set forth in the union's constitution have again been found invalid by the NLRB.

In a case involving the St. Louis Post-Dispatch, Guild Local 47 fined 10 employees who had resigned from the union, crossed picket lines and reported for work during a 1978 pressmen's strike. The board sustained the 1981 decision of an administrative law judge who found the union's discipline of the employees was illegal [presstime, May 1981, p. 44].

The NLRB has issued similar rulings in other recent cases involving the New York Daily News and The New York Times [presstime, Dec. 1984, p. 51].

Before issuing its decisions in the newspaper cases, the board ruled in a case involving the International Association of Machinists and Aerospace Workers that any restrictions placed by a union on its members' right to resign are illegal under the Taft-Hartley Act. The IAM case is being appealed to a federal court.

The Guild's constitution prohibits resignations during a strike "or at a time when a strike or lockout appears imminent." It also provides that members may be disciplined for working during a strike by another union if the strike is endorsed by the Guild.

In the St. Louis case, the Guild was ordered to rescind the fines, which ranged from $170 to $1,602, and expunge the unlawful resignation provision from its constitution.

The Guild also was ordered to post a notice to its members and to the newspaper's employees stating that it will not "restrain or coerce" employees who resign from the union.

A Guild attorney said the union would not take any action on the order until the issue is resolved by the U.S. Supreme Court.

(St. Louis Newspaper Guild and The Pulitzer Publishing Co., 272 NLRB No. 193) □

Reagan fills vacancy at EEOC

President Reagan gave a recess appointment to Rosalie Gaull Silberman to fill a Republican vacancy on the five-member Equal Employment Opportunity Commission. She was sworn in Dec. 3.

Silberman, a former press secretary to Sen. Bob Packwood (R-Ore.), had been nominated last August, but the nomination died when Congress adjourned last year. She will serve for a term ending July 1, 1985 [presstime, Sept. 1984, p. 46].

The EEOC is responsible for enforcing Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967 and the Equal Pay Act of 1963. □

Recent contract settlements

Baltimore Sun, Guild: Three-year agreement covering editorial and commercial employees; retroactive to June 10, 1984.

Buffalo News, GCIU: Three-year agreement covering photoengravers; retroactive to Aug. 22, 1984.

Denver Post, GCIU: Three-year agreement covering pressroom employees; retroactive to May 1, 1984.

Rocky Mountain News, Denver, GCIU: Three-year agreement covering pressroom employees; retroactive to May 1, 1984.

Rocky Mountain News, ITU: Three-year agreement covering composing room employees; retroactive to April 1, 1984.

Rocky Mountain News, Teamsters: Three-year agreement covering truck drivers; retroactive to Oct. 1, 1984.

Edmonton (Alberta) Journal, GCIU: Three-year agreement covering pressroom employees; retroactive to May 27, 1984.

Indianapolis Star and News, ITU: Two-year agreement covering composing room employees; retroactive to Oct. 1, 1983.

(Details in January 1985 ANPA Labor & Personnel Relations Letter.)

Arbiter reinstates recovering alcoholic

An arbitrator has ruled that a Pittsburgh Press advertising salesman with a history of alcoholism was unjustly fired.

Arbitrator Stanley H. Sergent Jr. said, however, that the grievant must accept blame for incidents that led to his May 4, 1984, discharge, and back pay was not awarded.

Sergent granted reinstatement on the condition that the man's future job performance is satisfactory. Also, the arbiter said, "in the event the grievant ever resumes the use of alcohol, that fact alone shall constitute just cause for the termination of his employment."

The grievant, represented by Typographical Union No. 7, was hired Aug. 31, 1981. In late 1982, Sergent noted, the man's work began to deteriorate, and he received warnings on several occasions.

A year ago, a new supervisor became concerned about the saleman's work and met with him in an effort to identify problem areas. On one occasion, Sergent noted, the supervisor and grievant visited 23 customers, and none was aware that the grievant was the sales representative in their area.

Last February, at the urging of a fellow employee who is a member of Alcoholics Anonymous, the man was admitted to a hospital under the company's group insurance program. He was treated for alcoholic detoxification and rehabilitation.

The man completed the requisite 28-day treatment program and enrolled in an aftercare plan. During the arbitration proceeding, he testified that he has abstained from alcohol since his hospitalization.

Arbitrator Sergent noted that at an April 6 management meeting—about two weeks after the grievant returned to work as a salesman—a decision was made to give him 30 days to improve his performance; if he failed to improve, he would be suspended indefinitely pending discharge.

The man was unaware of this meeting until after a subsequent decision to discharge him was made in early May.

At issue, Sergent said, was whether the grievant's chronic alcohol problem was a mitigating factor that should be taken into account in either modifying or vacating the discharge.

There was no doubt, the arbiter said, that the grievant's job performance was "abysmally inadequate" and that it steadily declined during his last year of employment.

"Furthermore," he said, "it is equally clear that repeated efforts on the part of management to improve the grievant's performance by means of counseling, reprimands and personal on-the-job assistance proved to be of no avail."

Sergent said he "usually" subscribes to the view adopted by many arbitrators that where proof of an employee's misconduct has been established, an arbitrator should not substitute his or her judgment for that of management with regard to the appropriate penalty. However, he added, there were several reasons for a departure from that philosophy in the grievant's case:

- The grievant had received an unwarranted written reprimand for allegedly walking off the job without prior notice on the day he entered the hospital; that reprimand was "apparently" afforded substantial weight by management in the discharge decision.
- The company admittedly recognized alcoholism as a disease and had knowledge that he suffered from it. "Moreover," Sergent noted, "the company witnesses (in the arbitration proceeding) indicated that 'sick' employees are not terminated when their illness interferes with their ability to work."
- The decision to discharge the man unless his performance improved markedly was not communicated to the grievant until after the fact.

Sergent noted that no one in management counseled the grievant or conferred with him about the results of his treatment and his progress. "It seems that everyone simply gave up on an employee who was at least potentially salvageable."

Under the circumstances, Sergent said, the salesman was entitled to "one final chance." □

Additional arbitration awards

Chicago Newspaper Publishers Association, ITU: John H. Abernathy ruled that keyboarding work on video display terminals performed by non-union editorial and classified advertising personnel at the Chicago Tribune did not violate the union's work jurisdiction.

Houston Post, GCIU: Howard F. LeBaron sustained the union's position in a holiday pay dispute.

Linton (Ind.) Daily Citizen, ITU: Marshall J. Seidman upheld a two-day suspension given a printer for refusing to obey orders of the foreman.

New York Post, Guild: Monroe Berkowitz found the company violated the labor agreement by failing to "upgrade" two employees in the publications department to a higher pay classification.

New York Post, Guild: John E. Sands upheld the company's right to schedule employees' compensatory time off unilaterally.

New York Times, Guild: James V. Altieri ruled that the company did not violate the labor agreement by refusing to rehire a computer operator who had resigned.

Pittsburgh Press, ITU: Theodore K. High found that the company violated the labor agreement by suspending a machinist for 30 days.

San Jose (Calif.) Mercury News, ITU: William Eaton, ruling on four grievances over the hiring of substitutes, upheld the company on two and the union on two.

Seattle Times, Teamsters: Zane Lumbley found the company violated the labor agreement by assigning insertion work to employees represented by another union.

Vancouver (British Columbia) Province and Sun, ITU: Donald R. Munroe ruled that 13 substitutes were entitled to holiday pay but that one was not.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope found that employees absent from work while engaged in collective bargaining are not entitled to wages for the time spent in such activity.

Washington Post, Guild: Nicholas H. Zumas converted to a 10-month disciplinary suspension the discharge of a messenger/driver for poor job performance.

Washington Post, ITU: Marcel Mallet-Prevost found the company improperly gave a written warning to a printer suspected of sabotaging an ad.

Washington Post, ITU: Jacob Seidenberg directed the company to allow a legally blind printer, who had been barred from work for safety concerns since Feb. 21, 1984, to return to work with back pay.

Winnipeg (Manitoba) Free Press, ITU: D.E. Bowman ruled that the company violated the labor agreement by failing to recall a laid off composing room employee.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Speeches

Reginald Stuart

John M. Fedders

Claudia M. James

Henry R. Kaufman

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

How Will the Press Fare During the Next Four Years?
Arthur Ochs Sulzberger, chairman, The New York Times Co., and publisher, The New York Times. Yale Daily News annual banquet, New Haven, Conn., Nov. 9.

Blueprint to Achieve a Minority Presence in Newsrooms
Reginald Stuart, Washington correspondent, The New York Times, The Society of Professional Journalists, Sigma Delta Chi, 75th anniversary observance, DePauw University, Greencastle, Ind., Nov. 16.

Press Ethics on Trial
Jack C. Landau, director, Reporters Committee for Freedom of the Press; Cynthia L. Skrzycki, associate business editor, U.S. News and World Report; John M. Fedders, director of enforcement, U.S. Securities and Exchange Commission; Milton V. Freeman, partner, Arnold & Porter; and Louis M. Kohlmeier, director, National Center for Business and Economic Communication, all of Washington, D.C. Transcript of seminar sponsored by the National Center for Business and Economic Communication and the American University School of Communication, Washington, D.C., Oct. 22.

Cartoonists and Their Clients
Garry Trudeau, creator of "Doonesbury." Associated Press Managing Editors Association annual convention, Miami, Nov. 27.

VDT Legislation: An Update
Claudia M. James, ANPA counsel, Reston, Va. ANPA Safety and Health Symposium, Chicago, Oct. 12.

How News People Look at Proposals for a 'New World Information Order'
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Wingspread Symposium, sponsored by the University of Wisconsin and the International Press Institute, Racine, Oct. 8.

Concerns About Media-Sponsored Polls
Burns W. Roper, chairman, The Roper Organization Inc., New York City, and Robert M. Teeter, president, Market Opinion Research, Detroit. Newspaper Research Council fall conference, Des Moines, Oct. 22.

Advertising in the Year 2000
Jane Zenaty, director of media research, Leo Burnett Co. Inc.; Larry Lamattina, executive vice president/media and network programming, SSC&B: Lintas Worldwide; Richard Butler, media director, Lever Brothers Co.; Lester Wunderman, executive vice president, Young & Rubicam Inc.; and Michael Becker, executive vice president, vice chairman and chief creative officer, Ted Bates Advertising, all of New York City. American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers joint presentation to the Federal Trade Commission, Washington, D.C., Oct. 24.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Oct. 14-17:

Problems Contributing to Today's Libel Crisis
Eugene L. Roberts Jr., senior vice president and executive editor, The Philadelphia Inquirer

Libel Horror Stories
Steve Lovelady, assistant executive editor, The Philadelphia Inquirer

Positive and Negative Developments in the Libel Field and the Effects on the Media
Henry R. Kaufman, general counsel, Libel Defense Resource Center, New York

(Speeches from the Oct. 30-Nov. 1 ANPA Pressroom Options II Symposium and ANPA Distribution Systems Symposium in Chicago are listed on p. 60.)

Florida dailies disagree on who's the 'best'

What's the best newspaper in Florida? Several may claim the honor, but at least two dailies trumpet it every day on their front pages.

Since 1965, the year after it won its first Pulitzer Prize, the St. Petersburg Times has carried the motto "Florida's Best Newspaper" below the nameplate on page one.

In 1983, in the same spot on its front page, The Orlando Sentinel began carrying the slogan "The best newspaper in Florida."

"The idea is to be that," said Sentinel Editor C. David Burgin. "It's really worked. . . . It's given us something to rally around." He said a survey of company employees showed more than 80 percent of them liked it.

"It's a statement of commitment from us," added Hartwell B. Conklin, the Sentinel's public relations manager. "We are committed to be the best."

Michael F. Foley, managing editor of the St. Petersburg Times, quoted a comment made in 1983 by Neil Skene, editor of the Evening Independent in St. Petersburg, when Skene was the Times' bureau chief in Tallahassee: "It occurs to me the St. Petersburg Times is the state's first 'best' newspaper, so The Orlando Sentinel must be the state's second-'best' newspaper."

The Orlando Sentinel is in the Chicago-based Tribune Co. group. For years that company's flagship paper, the Chicago Tribune, carried the slogan "World's Greatest Newspaper" on its front page; even the call letters for the company's WGN radio and TV stations were derived from it.

The Chicago Tribune dropped that slogan Jan. 1, 1977. Tribune Editor James D. Squires, who was editor of The Orlando Sentinel before "The best newspaper in Florida" slogan went on page one, said slogans can create problems of credibility. "I think it's better to let the readers decide," he said. □

UPI technicians settle

Technical workers at United Press International voted 23-11 to approve a new labor agreement that calls for 16 layoffs according to seniority.

The union had rejected by a 22-18 vote an earlier contract proposal in which seniority was not considered in layoffs [presstime, Dec. 1984, p. 51]. □

Mutual Insurance announces key managerial changes

The Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, which provides libel and strike insurance to ANPA-member newspapers, has made several management changes.

Richard D. Spurling, who has served as vice president of the company for several years, has been named president. He succeeds Ernest Vesey, who had served as interim president for the past year.

Paul L. O'Brien has been appointed the company's new U.S. general counsel and a director, effective Jan. 1. He is responsible for all legal aspects of the insurance programs in the United States and Canada. O'Brien had previously served as the company's U.S. associate general counsel.

Arthur B. Hanson was named general counsel emeritus. Hanson had served as Mutual's U.S. general counsel since the company was formed in Bermuda in 1961. He continues to serve as a director of the firm.

O'Brien, like Hanson, is a member of the Washington, D.C., law firm of Hanson, O'Brien, Birney & Butler. □

Correction

An article on newspaper marketing in the December issue (pp. 20-21) incorrectly cited The Union-Recorder of Milledgeville, Ga., as an example of the marketing strategy of starting a new newspaper. The example should have cited the Clearwater (Fla.) Times, started by the St. Petersburg Times. Presstime regrets the error. □

Register seeks bids after rejecting 3 initial offers

The Des Moines Register and Tribune Co. board has rejected three offers to buy the firm and formally opened the bidding to high-quality newspaper companies.

David Kruidenier, chairman of the closely-held company, said he hopes a sale will be concluded by the board's meeting Jan. 31. At its meeting Dec. 10, the board rejected offers of $112 million by Dow Jones & Co. of New York City, an undisclosed bid by Ingersoll Publications Co. of Sharon, Conn., and $156 million by Ackerley Communications Inc. of Seattle.

Kruidenier said there is family pressure to sell, providing the company can find a buyer to maintain the characteristics of the Des Moines Register—the company's principal property. The board rejected the three previous offers as inadequate, Kruidenier said [presstime, Dec. 1984, p. 58]. □

Changes in command

The **Associated Press Managing Editors Association,** at its annual convention in Miami Nov. 27-30, elected the following new officers:

- *President*—Michael J. Davies, The Hartford Courant
- *Vice President*—James F. Daubel, The News-Messenger, Fremont, Ohio
- *Secretary*—Robert E. Rhodes, Corpus Christi (Texas) Caller-Times
- *Treasurer*—Jenkin L. Jones Jr., The Tulsa (Okla.) Tribune

The **Inter American Press Association,** at its General Assembly Oct. 29-Nov. 1 in Los Angeles, elected the following new officers:

President—Maximo Gainza, La Prensa, Buenos Aires, Argentina

First Vice President—Edward H. Harte, Corpus Christi Caller-Times, Corpus Christi, Texas

Second Vice President—Alejandro Miro Quesada, El Comercio, Lima, Peru □

Recent acquisitions

Worrell Newspapers Inc. of Charlottesville, Va., is acquiring the Bluefield (W.Va.) Daily Telegraph, circulation 27,466.

Chalfant Press Inc. of Bishop, Calif., is acquiring the Sierra Daily News (Bishop, Calif.), circulation 5,135.

Ingersoll Publications Co. of Lakeville, Conn., acquired The Woonsocket (R.I.) Call and Evening Reporter, daily circulation 31,075.

Park Communications Inc. of Ithaca, N.Y., acquired The Evening News of Jeffersonville, Ind., daily circulation 17,669. □

ANPA Calendar

JANUARY

Meeting of the Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association
International Club, Washington, D.C., Jan. 3

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Convention Arrangements Committee meeting
Fontainebleau Hilton Hotel, Miami Beach, Jan. 9

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Hilton Riverside and Towers, New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

Supervisory Development Workshop, sponsored by ANPA and the Texas Daily Newspaper Association
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Minorities in the Newspaper Business Conference, sponsored by ANPA Foundation and ASNE
USA Today and the Key Bridge Marriott, Rosslyn, Va., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

Profiling Newspaper Personnel Management Workshop, sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

MARCH

ANPA Management Development Workshop
Holiday Inn Lake Shore, Chicago, March 4-8

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA

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$10.9-million budget set

ANPA's Board of Directors, meeting in New York City last month, adopted a 1985 Association budget of $10.9 million that will provide continuing work and emphasis on technical, training, legal, government-relations, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $11.2 million, with the surplus going to reserves and capital expenditures. The expense figure represents a 10.2-percent increase over the 1984 budget; the revenues, a 10.6-percent increase.

Postal affairs, both second- and third-class, will continue to receive priority status in 1985 with some $500,000 earmarked for such work. Presstime will continue monthly at about its current number of pages. Three new technical publications will be produced—a new Color Ink Book, a Color Artwork Materials Technical Manual and an Advertising Specifications Manual.

The ANPA staff will increase to 150 full-time personnel with the addition of two people in the Government Affairs Department. This will make it possible for the Association to increase monitoring, assessment and reporting to ANPA members and to state press associations on legal, legislative and business developments in the states which affect the newspaper business and which could be part of broader trends.

Also during the Dec. 6-7 meeting, ANPA Foundation Trustees approved a budget of $553,350 for Foundation projects in 1985.

The budget will support increased attention to minorities in the newspaper business through an expanded ANPA Foundation Minority Fellowship Program and funding assistance for minority efforts of the American Society of Newspaper Editors and the Institute for Journalism Education. In addition, the Foundation's annual Conference for Professional Support of Journalism Education will be shifted to concentrate on minorities in the newspaper business and in journalism education.

A seminar on teaching media economics and management will be a feature of the Foundation's journalism education activities in 1985. In addition, the Foundation will increase its contribution to the Accrediting Council on Education in Journalism and Mass Communications.

However, during the year, the Newspaper in Education Program will remain the Foundation's central focus. New NIE projects will include a study incorporating all significant NIE research and a seminar to give professors of education NIE teaching techniques to pass along to their students. National NIE Week, cosponsored by the Foundation and the International Reading Association, will continue its rapid growth of the last two years when it is observed March 4-8.

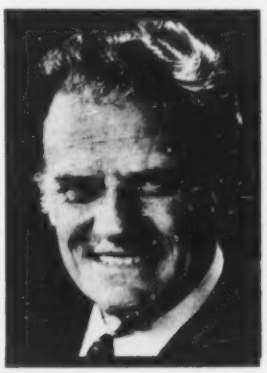
The Foundation also will work with the American Bar Association and several other national organizations to celebrate the 250th anniversary of the John Peter Zenger trial next fall. And the World Press Freedom Committee, the Reporters Committee for Freedom of the Press, and the First Amendment Congress will continue to receive support from the Foundation under its "right-to-know" mission. □

Miami Beach Convention will focus on Latin America

The Rev. Billy Graham will be among the speakers at the 99th Annual ANPA Convention in Miami Beach May 6-8.

The Convention will be at the Fontainebleau Hilton. Registration information will be mailed this month.

Taking advantage of the Convention's South Florida location, the Convention Arrangements Committee is planning "a very exciting program with a strong focus on Latin America," said Chairman Richard G. Capen Jr., chairman and publisher of The Miami Herald.



Rev. Billy Graham

"We are planning to arrange the schedule so that the ANPA participants will have an opportunity to enjoy the area some of the afternoons," Capen added. The tentative schedule calls for afternoon sessions on only one of the three Convention days.

Although many aspects of the program are still being put together, some speakers and session topics have been determined.

One of the speakers at the ANPA Keynote Breakfast on opening day will be Donald G. Goldstrom, chairman of the Audit Bureau of Circulations. Goldstrom is vice president and director of the Advertising and Marketing Services Department of Armstrong Worldwide Industries Inc.

The Associated Press meeting, also on the first day, will feature a presentation on press arrogance and credibility.

Graham will address the ANPA General Session Breakfast on the second day.

Also that morning will be the ANPA Annual Business Meeting and a General Session on Latin America.

Topical clinics on newspaper subjects are scheduled for that afternoon.

The third day will feature general sessions on libel, privacy and insurance, and on marketing and advertising. The latter program will be presented by the Newspaper Advertising Bureau.

Composer-conductor Henry Mancini will perform at the annual ANPA dinner-dance May 7.

As a result of comments received on the annual post-Convention questionnaire, prices for meal functions will be less than in 1984 and the fare will be lighter, according to Thomas C. Fichter, ANPA senior vice president and deputy general manager, who serves as staff coordinator for the Convention.

"I believe the combination of Miami Beach and the program, coupled with the convenient and comfortable facilities of the Fontainebleau hotel, will make this one of ANPA's best-ever Conventions," Fichter said.

Several optional pre- and post-Convention tours are planned. Details will be included in the registration mailing. □

Correction

A photo cutline in the December issue had the identifications of Jerry W. Friedheim of ANPA and Fred Jenkin of Royal Zenith Corp. reversed. Presstime regrets the error. □

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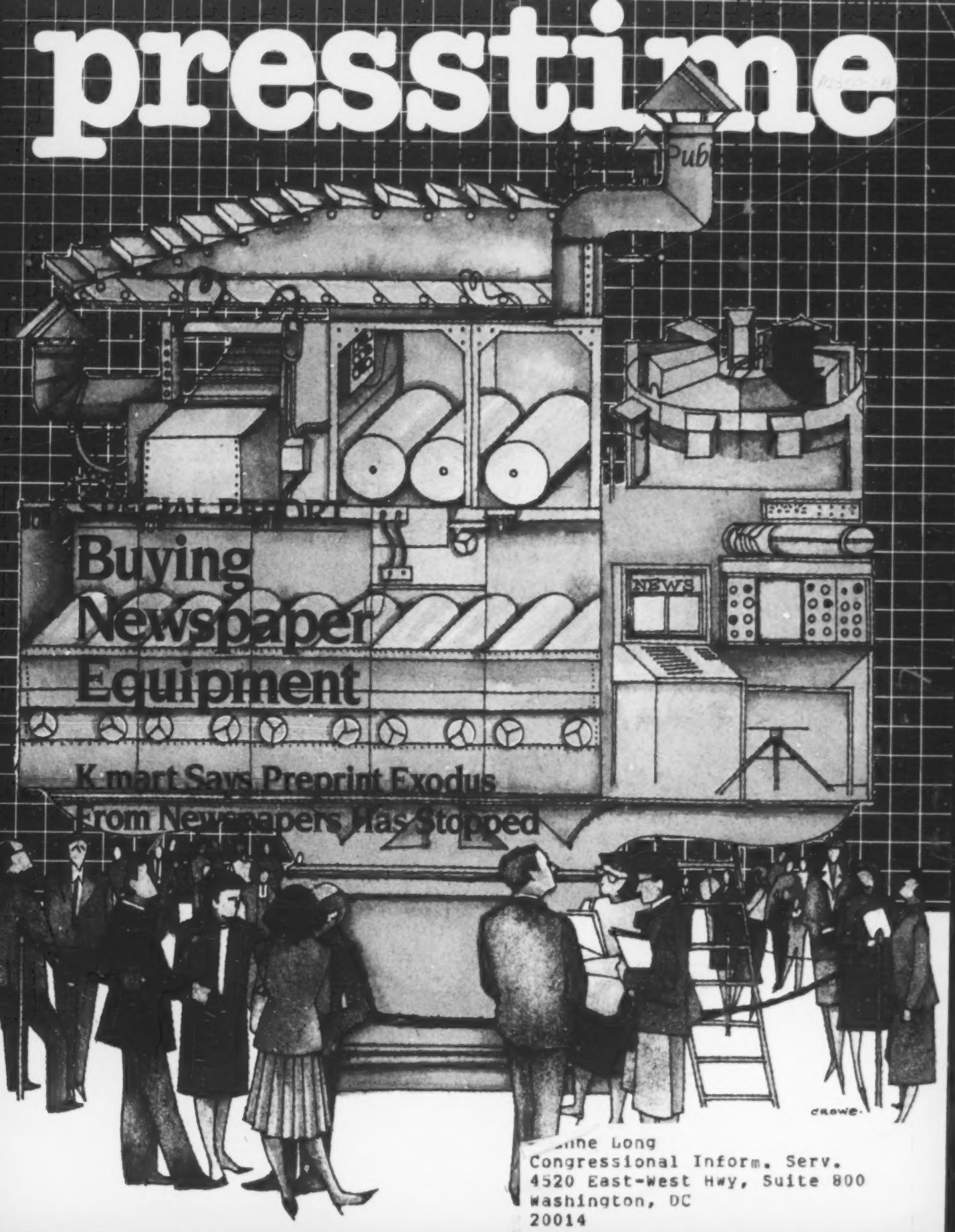

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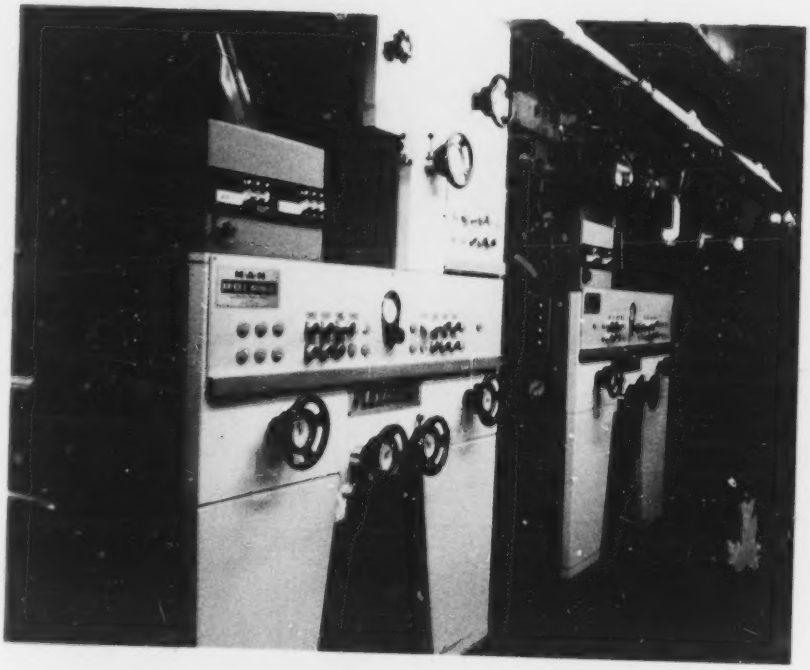

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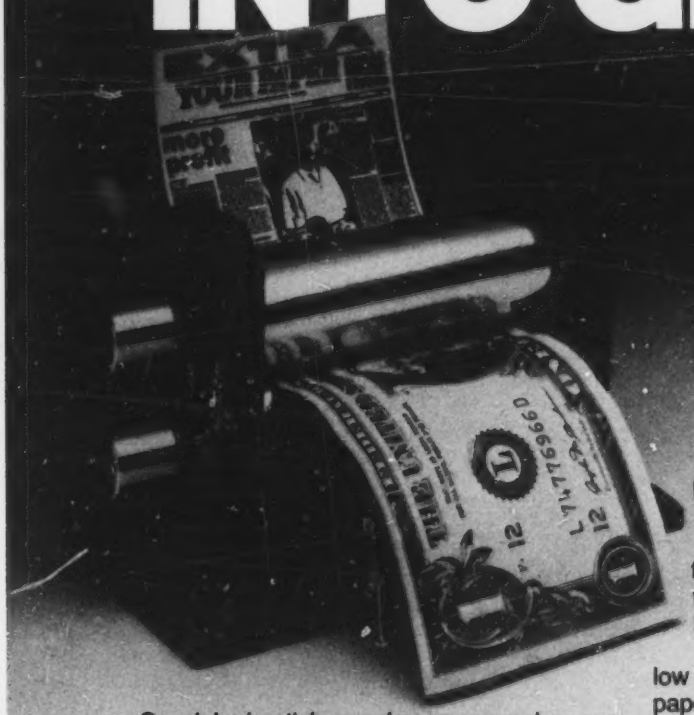

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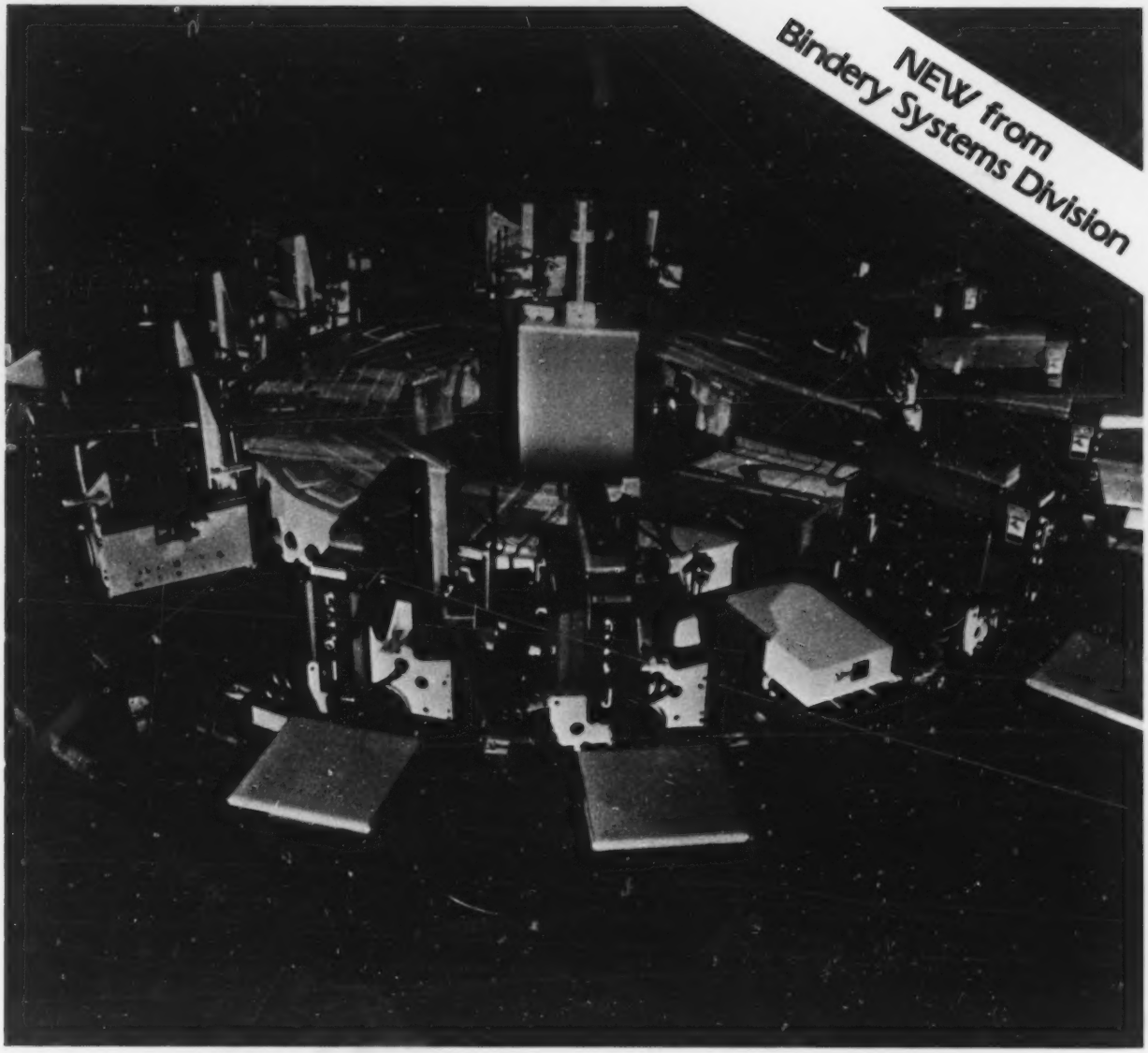

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INDEX VOLUME 7, NUMBER 2 FEBRUARY 1985

Special Report *It's a brave new world in the purchasing of newspaper equipment. There are new equipment needs to be met and many more vendors willing to meet them. Making your way through the maze of machinery offered for sale and lease has become an awesome task. But some buying trends have developed. "Systems" are in; hodge-podges of individual pieces of equipment are out. Individual buying decisions are out; decisions by committees are in. And those decisions are taking longer to make, reflecting the increase in risks and costs.* **20**

Late fees *When advertisers fail to pay on time, what's a newspaper to do? Some have taken to charging late fees. But the practice is controversial.* **5**

Taking care of business *Local business publications are springing up all over the map. So far, daily newspapers have not considered them competitors.* **6**

Other ad bureaus *Just as the Newspaper Advertising Bureau speaks to advertisers on newspapers' behalf, other media have their marketing mouthpieces, too.* **8**

New communications paths *Three new telecommunications networks known as LADT, LAN and ISDN promise faster, cheaper communications.* **11**

K mart *The nation's second largest retailer explains why some preprints were moved to the mails. Newspapers tell how they're working to get them back.* **12**

The basis weight debate *The trend has been toward lighter basis-weight newsprint, but there is disagreement as to whether this is good for newspapers.* **15**

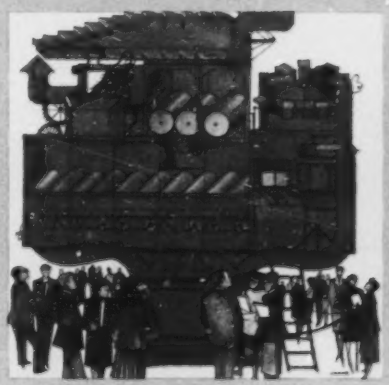
PM to AM: The pain, the gain *How the conversion from evening to morning publication affected seven daily newspapers.* **16**

The catalog craze *Newspapers want to get in on the mail-order mania, but there are obstacles to clear before they can carry catalogs.* **18**

Profile: John Hughes *The State Department's spokesman steps down to resume the role of newspaperman.* **28**

Essay: The SEC and press ethics *Louis M. Kohlmeier Jr. examines the Securities and Exchange Commission's attempt to police press ethics.* **29**

Recruiting problems? *A panel of newspaper executives and educators ponders whether newspapers are losing their appeal to journalism students.* **36**



Buying newspaper equipment, p. 20
(Cover art by Trish Dinkel Crowe.)

Local business press, p. 6

Recruiting J graduates, p. 36

ANPA calendar	55	Government affairs	30	Postal affairs	34
ANPA news	54	Letters	56	Speeches	39
Books	54	News-editorial	35	State and local	35
Chairman's corner	4	News research	38	Technology	42
Education	36	Newspaper business	51	Transportation	47
Employee relations	48	Newsprint	46	World press	32

CHAIRMAN'S CORNER

Newspaper in Education Week can help develop new generation of readers

What has your newspaper planned for Newspaper in Education Week, March 4-8? Nothing yet? Then it's time to get going.

Illiteracy is something we all have to be concerned with for the present and the future. Reading is important to our society as a whole and vital to our business. With the idea of creating present and future readers—newspaper readers—the International Reading Association and the ANPA Foundation three years ago introduced National Newspaper in Education Week.

Richard J. V. Johnson

In the brief time since, NIE Week has taken hold in all 50 states and has spread to other countries throughout the world. The basic idea is to use the newspaper in the total curriculum of the school during March 4-8 to teach reading to all students.

NIE Week seeks to promote an awareness among educators, children and parents of the value of using the newspaper to teach reading. Therefore, even though it is celebrated for one week, the concept could and should be used throughout the school year. This is a project that was started by the reading teachers, and they are the ones taking the initiative in many areas.

Even though newspapers with NIE programs represent 76 percent of the daily newspaper circulation in our country, the idea of using newspapers as part of the school curriculum needs strong public emphasis. And that's what NIE Week does.

Newspapers and reading councils have joined forces in cosponsoring this program. The results have been overwhelming—supplements have been created, written by both children and newspaper staffs; "Create an Ad" contests have been launched with advertisers paying for ads produced by children and run ROP; essay contests on important issues have been offered, etc. In almost every state, there has been cooperation between each reading council, newspaper and press association to make this program a success.

If you are a daily or weekly and would like to celebrate NIE Week, contact your state press association or ANPA Foundation for detailed information on creating an effective and educational project.

Both ANPA Foundation and the International Reading Association are offering promotion ideas, including a free ad to be run in your paper. Also, there is a camera-ready curriculum available for you to offer to your teachers for use in classrooms at all grade levels.

Don't hesitate to celebrate this week. Remember that the future of our business lies in the minds of the children of the present—the leaders/readers of the future.

Richard J. V. Johnson
Chairman and President

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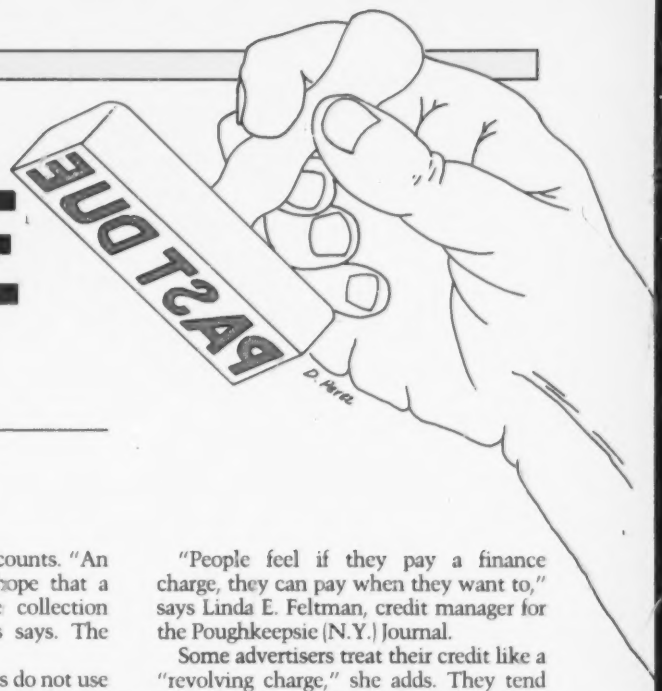


Newspapers use various techniques to induce advertisers to pay up

BY MARGARET GENOVESE
presstime staff writer

Past-due accounts spell problems with a capital P for newspapers. Late payments crimp cash flow. They eventually can require that a newspaper spend money to collect the bill. They even can result in accounts' being written off as bad debts.

Newspaper companies employ a number of techniques to prevent such problems. One is to take the carrot approach, offering discounts as incentives for prompt payment. A more controversial practice is the stick approach—penalizing delinquent creditors by adding late-payment fees onto unpaid balances.

"It's kind of like children," says Lyle Thomas Ashton, controller of The Daily Chronicle in Centralia, Wash., explaining why that paper has both a late fee and an early-payment discount. "You can give them a spanking or you can give them honey to get them to do what you want. Most people would prefer the honey. But there are some people out there who need the extra (incentive) of the finance charge."

Although there are no up-to-date statistics on how prevalent late fees are in the newspaper business, a 1980 survey by the International Newspaper Advertising and Marketing Executives showed that 52 percent of the several hundred responding newspapers said they assessed carrying charges for late payment by advertisers. More than 75 percent of the papers with late-payment fees had instituted them in the previous five years.

The INAME survey indicated that late fees are more common among smaller newspapers like the Centralia daily. Sixty-nine percent of newspapers with circulation of less than 20,000 had carrying charges, compared with only 40 percent for newspapers in the 100,000-200,000 range and 20 percent for those with more than 200,000 circulation.

Alfred W. Kearns, credit manager of The Blade of Toledo and secretary-treasurer of the Advertising Media Credit Executives Association, explains that smaller papers tend not to have separate staffs to handle delinquent accounts. "An easy way out would be to hope that a penalty would serve as the collection technique for them," Kearns says. The Blade does not have a late fee.

The reason more newspapers do not use late fees may lie in the mixed reaction from newspapers that have them.

On the positive side are the Providence Journal and Bulletin. Four years ago, they adopted a 1.5-percent-per-month late charge for accounts more than 30 days old. At that time, recalls Credit Manager John Volpe, some larger advertisers were "hanging onto their money," keeping it in the bank in order to take advantage of high interest rates. Today, these larger advertisers are paying within terms and without repeated dunning. He attributes the change to the late charge.

"You take an account that may run up charges anywhere from $40,000, $50,000, $60,000 a month," says Volpe. "My God, 1.5 percent of that runs into quite a bit of money."

In addition to being assessed a late charge, Journal and Bulletin advertisers more than 30 days in arrears are put on a "hold" list, which means they may not buy more space until they settle up.

Another company pleased with its late-fee policy is the Newspaper Printing Corp., which performs business, advertising, circulation and production functions for The Tulsa (Okla.) Tribune and the Tulsa World. The late fee "has made quite a difference around here," says Credit Manager Sam E. Smith.

According to Smith, the company in 1981 instituted a 1.5-percent-a-month late fee for payments not in hand by the 25th of the month. The policy helped stem an increasing practice of creditors who put off paying their bills until the last day of the month. Those late payments made it difficult for the newspaper agency to meet its payroll, Smith says.

On the negative side, some newspaper executives maintain that late fees impede cash flow and antagonize advertisers.

"People feel if they pay a finance charge, they can pay when they want to," says Linda E. Feltman, credit manager for the Poughkeepsie (N.Y.) Journal.

Some advertisers treat their credit like a "revolving charge," she adds. They tend to make partial payments on the bills—like payments on an installment loan—and not pay off their balances at one time.

Ronald O. Johnson, controller at The Idaho Statesman in Boise, says the paper has considered dropping its 1.5-percent-a-month late fee because it "causes a lot of ill will with the advertisers."

But Johnson adds that he would have to figure out a way to make up the money the newspaper would lose by abolishing the fee. "Our receivables balance is large enough that (the late fee) has almost become a source of revenue for us," he says.

Other problems can arise when late fees are not applied consistently.

Some newspaper executives acknowledge that they do not vigorously pursue late-fee payments if advertisers refuse to pay them.

However, failure to treat all advertisers uniformly could leave a newspaper open to an antitrust lawsuit. Volpe of Providence says his company, on advice of its attorney, strictly applies the late fee. "Either charge everyone or you charge no one," he says.

The secret to successful implementation of late fees is close cooperation between the credit and the sales departments, Volpe continues. Both are necessary to impress upon the advertiser that the newspaper is serious about enforcing the policy.

If a newspaper has a late fee, that fact should be noted not only on its invoices but also on advertising rate cards and contracts, advises James Ralph, vice president of ANPA/Credit Bureau Inc.

Credit experts also recommend that because late fees may be considered a form of interest, newspapers should consult state usury laws for possible rate ceilings and other restrictions. □

LOCAL BUSINESS

BY BARBARA J. FRIEDMAN
presstime staff writer

New York CityBusiness and Crain's New York Business—non-daily tabloids in the Big Apple—use color that might turn the daily press green with envy.

Semimonthly CityBusiness recently offered a red-and-yellow chart on gold futures and a four-color map of the Bronx. The charter issue of the weekly Crain publication used four vividly colorful photographs.

Gerard Bray, a New York Post editor, calls the specialized business papers "splendidly produced." But he adds, "Any store can put out a good display window. The issue is the quality of the stock."

The quality has been good enough to sustain the rapid growth of a new, local business press in many large and medium-sized cities across the country in the last five years. The papers, publishing anytime from weekly to monthly, now number more than 30.

Richard C. Fox, publisher of the Baltimore Business Journal, calls the medium "the hottest category in print."

But dailies, whether they agree with that claim or not, do not appear to feel threatened.

While acknowledging the growth of the local business press, most of the daily newspaper editors interviewed by presstime say it has not changed their business coverage. The demand for business news, not local competition, has prompted larger staffs and broader coverage, they say.

And in several cases, the business press offers research showing that readers buy the local daily as well as the local business tabloid. Fox says his Baltimore publication is "not a replacement at all. It's more of an enhancement read. I guess you could liken it to STP in gasoline."

For their part, editors at the specialized papers describe their publications as being among many sources feeding the public's enormous appetite for news about making and losing money. But they add that the business journals offer local fare overlooked and sometimes scorned by dailies.

Dan Miller, editor of Crain's Chicago Business, sister to Crain's New York Business, says, "The local business community wants to know about itself." Local dailies don't fill the need, he says. They "don't want to get their hands dirty writing about local companies . . . which is good for us."

Terry Brown, business editor of the Chicago Tribune, puts it differently. The Tribune's range is national, regional and local versus Crain's primarily local focus. "Our mandate is broader," he says. Crain's covers "small companies we might tend to ignore."

Noting that Crain's is "very effective in marketing itself," Brown says, "They think we are fat and lazy. We think for a daily section we're the best product in town."

The Baltimore Business Journal's Fox says that the stronger the daily business section, "the better for us because it draws attention to business news." But those sections "have to give a little something to everybody"—wire stories, general articles, stock tables and "a smattering of local business stories. . . . Everything we do has a Baltimore hook."

Overall, then, daily newspapers appear to have done little more than take notice of these new publications, perhaps because the local business press has not tended to siphon away their subscribers.

That could change, however, as the business papers go after some of the same advertisers that have been using the general-circulation press. Like dailies, most local business papers live or die on advertising revenue. And a will to live has made New York CityBusiness sell hard against The New York Times and The Wall Street Journal.

The local business papers aim to please advertisers with demographic profiles that show subscribers are frequently executives with personal wealth. Unlike mass-medium dailies, the local business press courts a narrowly targeted audience.

From the Lakes to the Seas. In local business-press chronology, 1979 rates as the olden days. That year, 17 local and regional press publishers formed the trade group, Association of Area Business Publications. Lewis M. Conn, executive director of the Louisville-based organization, says today the association has 88 members and six applications pending. Members must be audited and publishing for at least a year, so membership does not include all the regional press.

"Every month somewhere, somebody is setting up a local (non-daily, business) newspaper," says Fox.

Bray, an editor on the New York Post's Business Tuesday section, agrees that business papers "are springing up everywhere." But he maintains that long before the emergence of the local business press, daily newspapers were already responding to readers' demands for more business news and information.

Planning for Business Tuesday, first published last September, was under way before anyone knew about Crain's New York Business and New York CityBusiness, Bray reports. And according to Brown, the Chicago Tribune's planning for its big push in business coverage occurred in the mid-1970s.

Compared to the dailies, the local business press has low overhead, limited press runs and small staffs. But where small-scale entrepreneurs once had easy entry into the field, growing capital requirements now are raising walls.

"It's a rapidly changing industry," says AABP's Conn. "It was possible 10 years ago to start a local business (publication) for considerably less than $100,000 and make a go of it. Today . . . publications in a medium-sized market will budget over $1 million" for the first year and a half of operations.

MCP Inc. of Minneapolis, owner of year-old New York CityBusiness, has provided "several millions of dollars' backing," says Publisher Mark Wm. Hopp. The paper does not expect to turn a profit for about one more year, he adds.

At six-year-old Crain's Chicago Business, Publisher Joe Cappo declines to disclose 1984 profits but says gross revenues were $9.2 million. The paper made its first profit in 1981 on revenues of $4.37 million, but Cappo says advertising and circulation sales have risen every year.

The Chicago journal and the one that began publication Nov. 5 in New York City are part of Crain Communications Inc., owner of publications that include Advertising Age and another business tabloid in Cleveland. In addition, Crain's Detroit Business is scheduled to start publication Feb. 4.

Crain's ownership of several business

PRESS

C. David Rambo

publications is not unusual. In fact, group ownership seems to be increasingly the rule in the local business press. Companies find it more efficient to produce several rather than one publication, Conn says.

Editor Quickel of New York CityBusiness says MCP owns five other business publications, and "the idea is to have a string of these things across the country ultimately."

Indianapolis-based Business Journal Publications Inc. also owns six local business publications, including the Baltimore Business Journal.

Scripps-Howard's Cordovan subsidiary publishes the most papers in the field, 12.

Continuing growth means that in some cities, local business papers go head-to-head. Crain's New York Business and CityBusiness are direct rivals. Local business papers also compete in Pittsburgh, Philadelphia and Buffalo. And Fox says Journal Publications by the end of March will start a new business tabloid in Dallas, where Scripps-Howard publishes the Dallas/Fort Worth Business Journal.

So far, no one predicts a shakeout anytime soon. "I don't think the field is that full," says Louis M. Kohlmeier Jr., director of The National Center for Business and Economic Communication at American University, Washington, D.C..

Kohlmeier also says metropolitan dailies and The Wall Street Journal have not yet felt the effects of the local business press or appreciated its significance. He cites Crain's Chicago Business as an example of a local business publication that has "done a good job." Some others, he says, see themselves as "not much more than" promotional agencies for cities and regions in which they publish.

A pattern of flattering stories exists in some local business publications just as in some newspapers, Miller of Crain's Chicago Business acknowledges. But "the best of the . . . (specialized business) press does not pander to business," he says.

Upper-crust demographics. Advertising in local business papers costs more per thousand readers than in dailies, according to Conn of AABP. But, he maintains, the money is more effectively spent. Advertisers avoid "waste" circulation by appealing to a selective business audience rather than to the mass market.

Whatever the reason, business papers are getting advertising, although to greatly varying degrees. Real estate, financial services and luxury goods were the most frequent categories in recent copies of 17 different publications, published by three companies, reviewed by presstime.

CityBusiness' Quickel says readers' demographics will entice new advertising dollars "set aside for us." For now, CityBusiness is succeeding in winning advertising from dailies, he says.

The Baltimore Journal's Fox, who acknowledges that his paper competes directly with newspapers for advertising, says "a lot of new dollars have been created" as "budgets expanded to take us in." Also, he believes his paper has won a "lot of business dollars" from direct mail.

According to its promotional material, the Baltimore business paper has unaudited circulation of 12,000, of which it claims 7,500 is paid. The packet tells advertisers the number represents circulation as of last Nov. 5 and that an Audit Bureau of Circulations audit is pending.

In Phoenix, the weekly Business Journal owned by Scripps-Howard had 2,614 paying subscribers out of an audited circulation of 12,318 for the six months ended June 30.

During the same period, one of the largest publications in the field, Crain's Chicago Business, had 39,432 paying subscribers out of an audited circulation of 46,551, according to ABC.

At New York CityBusiness, where audited figures are expected shortly, unpaid circulation is 105,000 by the paper's recent count. The copies reach subscribers by second-class mail. Quickel says more than half of the subscribers requested CityBusiness, making the publication eligible for second-class mail. The paper is also trying to sell 40,000 copies at 50 cents each from newsracks and newsstands.

In glossy packets for potential advertisers, Crain's Chicago Business offers a finely drawn portrait of its readers—64.5 read the Chicago Tribune and 28.1 the Chicago Sun-Times; 79.7 percent hold stock; median household income is $72,600; 72.5 percent fly on business; 35.6 percent are presidents, board chairmen, chief executive officers, owners or partners. The research even covers the liquors and cars readers prefer.

At the Chicago Tribune, Brown says his paper also has "upscale demographics," and he sees the Trib and Crain's Chicago Business going after the same market.

At The New York Times, which is adding 10 people to its business reporting staff, a spokesman said the local business press "would have a tough time beating our demographics." Elliot M. Sanger added, "I don't even know that we consider them competition at this point." □

OTHER ADVERTISING BUREAUS

Television, radio, cable TV, *magazines, billboards—each has a counterpart of newspapers'* NAB

BY MARGARET GENOVESE
presstime staff writer

What the Newspaper Advertising Bureau is to daily newspapers, the Television Bureau of Advertising is to television stations.

And the Radio Advertising Bureau is to radio stations.

And the Cabletelevision Advertising Bureau is to cable-TV systems.

And the Institute of Outdoor Advertising is to billboards.

And the Magazine Publishers Association is to consumer magazines.

The purpose of each of these organizations is to promote a particular medium to advertisers and advertising agencies.

To each other, they are competitors.

"We try to have open, honest, aboveboard competition . . . to promote our strengths and, where it makes sense, capitalize on the competitors' weaknesses," says NAB President Craig C. Standen. "That's the nature of the beast."

"They are hired by their industries to put their best foot forward; we are hired by our industry to put our best foot forward," he notes.

Yet despite the ongoing competition, the bureaus have areas in which they cooperate. Recently, for example, Standen met with his counterpart at the Television Bureau of Advertising to discuss the possibility of further governmental restrictions on alcoholic-beverage advertising.

The bureaus also draw many of their members from a common source—multimedia corporations. Currently, the elected leaders of five of the six major bureaus come from companies that own newspapers:

- NAB Chairman Tom Johnson is publisher and chief executive officer of the Los Angeles Times, which is flagship of The Times Mirror Co. that also owns magazines, TV stations and cable-TV systems.
- The Television Bureau of Advertising chairman is president of the broadcasting and entertainment division of Harte-Hanks Communications Inc., a major publisher of daily and weekly newspapers.
- The Cabletelevision Advertising Bureau chairman is chairman of Colony Communications, a subsidiary of the Providence Journal Co.
- The Institute of Outdoor Advertising chairman is a vice president of the Gannett Outdoors Group, an arm of Gannett Co., owner of the largest group of U.S. dailies and weeklies.
- The Magazine Publishers Association chairman is president of the Publishing Group of Meredith Corp., which owns 22 community weeklies.

Only the Radio Advertising Bureau's chairman comes from a company with no newspaper holdings, Westinghouse Broadcasting and Cable.

Like daily newspapers, the television, radio and cable-TV businesses have organizations whose only mission is marketing the medium.

The advertising and promotional arm of the magazine industry, however, is connected to the multi-faceted Magazine Publishers Association. And the Institute of Outdoor Advertising is affiliated with the Outdoor Advertising Association of America.

The major organizations range in age from four to 72 years and in budget from less than $2 million to well over $12 million.

The Newspaper Advertising Bureau, the oldest, was founded in 1913 as the Bureau of Advertising of ANPA, although it was financially independent from ANPA from the outset. Its name was changed to NAB in 1973.

With 142 full-time employees, NAB outnumbers the next largest bureau staff by more than 2-to-1. NAB's budget of $12.5 million for the year ending May 31, 1985, is almost double the next-highest reported budget figure.

The biggest of the other-than-newspaper ad bureaus is TvB with a staff of 64 and a 1985 budget of $6.8 million.

"Each one serves a good purpose," says John H. Meskil, executive vice president media/administration for Warwick Advertising Inc., a New York City advertising agency. "They do a good job in promoting the particular medium they are there to promote."

NAB is, of course, well-known to people in the newspaper business; less well-known are the others.

TvB: satellites and incentives. The Television Bureau of Advertising celebrated its 30th birthday last year by entering the satellite age.

In January 1984, it began beaming a monthly, 25-minute video report to its approximately 600 member television stations by satellite. The TvB Satellite Sales Meeting, as it is called, provides members with an update of TvB activities.

One recent program, for example, featured a report by a TvB official on the business outlook, a staff member's interview of a retailer, a segment on the new brochures prepared by TvB and several videotaped "sales ideas" submitted by member stations. It also contained an analysis, prepared by the TvB's Research Department, of changes in newspaper advertising rates.

"We sell against all media," says President Roger D. Rice, who has led TvB for the past 10 years. "Our mission is to sell television and to see that more advertisers utilize television well, rather than waste their money in newspapers, magazines, radio or rock painting."

In addition to TV stations, TvB also counts as members the three major TV networks, 16 advertising "rep" firms, and a group of program producers and syndicators.

TvB has offices in six cities: New York, Atlanta, Chicago, Dallas, Detroit and Los Angeles. According to Rice, the bureau has a program of "incentive compensation" for key executives and all sales

Despite the regular and continuing competition, the bureaus have areas in which they cooperate. They also draw many members from a common source.

people tied into specific goals, such as increasing attendance at sales training conferences or "reindoctrinating" the sales staffs of every member station at least once a year.

TvB recently relocated its New York City headquarters to 477 Madison Ave. from 485 Lexington Ave., where for several years it was housed in the same building as the Newspaper Advertising Bureau and the Radio Advertising Bureau.

RAB: Restructuring, going on-line. Some of the Radio Advertising Bureau's promotional material refers to it as the "new" RAB.

Under President and Chief Executive Officer William L. Stakelin, who took over in 1982, RAB has initiated a "rebuilding program." The first radio broadcaster to serve as RAB president in the organization's 34-year-history, Stakelin says a long-range marketing plan has been developed, staffers added and new programs begun.

Among other things, RAB recently made co-op advertising information available on-line to members' personal computers and began publishing a monthly magazine, Sound Management, for station advertising executives.

Next largest in staff size after TvB, RAB's 55 employees work in offices in seven cities: New York, Atlanta, Chicago, Dallas, Detroit, Los Angeles and San Francisco. RAB's 1984 budget was in "the $5-million range," according to an RAB spokesman.

Commenting on RAB's sales strategy as it relates to the other media, Stakelin says: "My personal philosophy, and the way we teach and the way that we do things here, is to make sure people can sell radio."

However, RAB does not hesitate to play up the strengths of radio compared to newspapers and other media in its current advertising campaign, "Radio—red hot because it works."

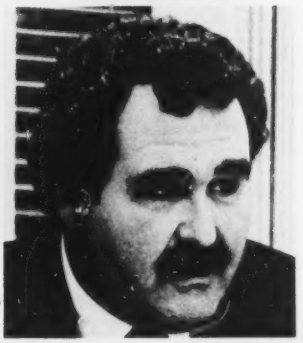
And it is quick to call attention to what it sees as misleading information put out by other competing ad bureaus.

Roger D. Rice

TvB

RAB

William L. Stakelin



CAB: starting from scratch. Established in 1981, the Cabletelevision Advertising Bureau is the youngest of the major bureaus.

"In some areas we are starting from scratch," says CAB President Robert H. Alter, who explains that the bureau was charged with not only luring advertisers to cable but also making cable system operators aware of the potential of selling local advertising. Four years ago, the only systems selling local ads served only 5 to 10 percent of all cable subscribers, says Alter. Today, he estimates the reach to be about 50 percent.

CAB has not done any comparative media presentations, according to Alter, who came to CAB after 22 years on the RAB staff. "Our concern right now is to position cable as a medium unto itself." However, he adds, "if we are doing anything that resembles competitiveness, it is where cable fits into (broadcast) television."

CAB's first advertising campaign, run for six months in 1984, played on Einstein's theory of relativity with the tag line "Effectiveness equals more cable."

Differences between CAB and other bureaus are ones of "scale," says Alter. "We are dealing with a medium that is not at the same level of maturity or sophistication."

CAB counts 250 "corporate entities" as members, including system operators, networks and advertising rep firms. The bureau's 1985 budget will "approach $2 million," accord-

CAB

Robert H. Alter

Marianne Howatson

MPA

NCA

William N. Wilkins

ing to Alter. It employs 14 people in its New York City office at 767 Third Ave.

MPA: window of opportunity. At one time the magazine industry had a separate promotional organization. But it was merged into the Magazine Publishers Association so long ago that Marianne Howatson, MPA senior vice president/marketing development, does not know when or exactly why the merger took place.

The five-person staff of MPA's Marketing and Development Department serves as the consumer magazine industry's advertising bureau. The staff conducts research, makes presentations to advertisers, issues periodic newsletters, conducts seminars around the country, sponsors an annual contest—in short, it does most of the things that the other major bureaus do.

"We generally try to present the best side of our medium instead of initially being competitive," says Howatson, who joined MPA two years ago after serving as associate publisher of Penthouse and Omni magazines. However, in 1982 MPA began an advertising campaign highlighting the erosion of the network television audience. Its tag line was "Magazines reach people you can't get through ordinary channels." Says Howatson: "What we were doing was seizing a window of opportunity."

Of the association's overall annual budget, about $1 million is used to promote magazines as an advertising medium. With offices at 575 Lexington Ave. in New York City, MPA represents almost 800 different consumer magazines in the United States.

IOA: the great outdoors. The category of advertising known as out-of-home is represented by three different promotional organizations.

The Institute for Outdoor Advertising is the largest and promotes the use of so-called "standard" billboards—those measuring 12 feet by 25 feet, and 14 feet by 48 feet.

The 12-year-old IOA represents about 450 companies. Its 12-person staff works out of offices at 342 Madison Ave. in New York City.

IOA President William N. Wilkins says his organization, which pitches outdoor to regional and national advertisers, does not sell against newspapers. Its basic message, he says, is that outdoor complements the other media.

However, IOA does sell against "spot" TV advertising—that is, advertising placed with local TV stations—suggesting advertisers supplement their network television commercials with the purchase of billboard space, not additional commercials on network affiliates or independent stations. One of the ads in its most recent advertising campaign, for instance, advised advertisers, "If you spend money here (television), buy some inexpensive insurance here (billboard)." The tag line: "Outdoor makes TV look good."

Wilkins declined to provide budget information.

Promotion of smaller billboards is handled by the Eight-Sheet Outdoor Advertising Association in Independence, Mo. About 130 companies are members, and the annual budget is about $150,000.

Even bus-shelter advertising has its own promotion arm: the Shelter Advertising Association in Minneapolis. □

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Three new systems to improve communications

BY BARBARA J. FRIEDMAN
presstime staff writer

Three new types of telecommunications networks—one little more than a gleam in designers' eyes—are expected to make communication among people, computers and terminals cheaper and faster.

Newspaper companies are expected to be among their many users.

The new systems are all known by their initials: LADT, or Local Area Data Transport network, also called local public packet-switching networks; LAN, or Local Area Network; and ISDN, or Integrated Services Digital Network.

While the scenarios for their use vary from local to worldwide settings, the networks share a common bond: Each carries voice as well as text and numerical data, using digital rather than analog signals. The networks reflect the dovetailing of markets and technologies for voice and data transmission.

LADT networks, which hold special significance for electronic publishing, usually involve bunching and transmitting data over high-speed telephone lines to many customers' terminals.

LANs, which are increasingly used, connect computers and terminals, usually within one company.

An ISDN is envisioned as a national or even international system, using a common language for conveying digital signals; it would drastically increase the amount and kinds of information transmitted simultaneously over a channel such as a telephone trunk line. Compared with LADTs and LANs, an ISDN is "a far more nebulous concept," says Kathleen Criner, ANPA director/telecommunications affairs. "It's not a real technology that you can go out and buy today."

Following are summations of the technologies and prospects for practical use:

• *LADT.* "Reporters using portable personal computers or newspapers that provide electronic publishing services would find it less expensive and more efficient to send information over an LADT network," says Criner.

Southern Bell Telephone Co. operates what is believed to be the only LADT currently in use in the United States. That network carries transmissions from the Viewtron videotex service of Knight-Ridder Newspapers Inc. Mary C. Bulterman, marketing and promotions director for Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, says the network "enables us to deliver our information at a lower cost."

Southern Bell's LADT uses "packet switching" technology—the bunching of data for transmission. So far, the LADT does not employ "protocol conversion" that would let personal computers tie into videotex systems without special software at the customer's end. Viewtron uses special "dumb" computer terminals, but software is being developed that will allow off-the-shelf personal computers to receive the service.

The FCC does not permit regulated telephone companies to use existing equipment to help perform this type of protocol conversion as part of basic service [presstime, Jan. 1985, p. 49]. The companies must offer conversion through a completely separate subsidiary or receive a waiver from the FCC. Southern Bell is among several telephone companies seeking such a waiver.

ANPA and at least two newspaper companies, Knight-Ridder and Times Mirror, support the waiver petitions. Walter S. Baer, director of advanced technology for Times Mirror, said such a waiver would cut the cost of data transmission.

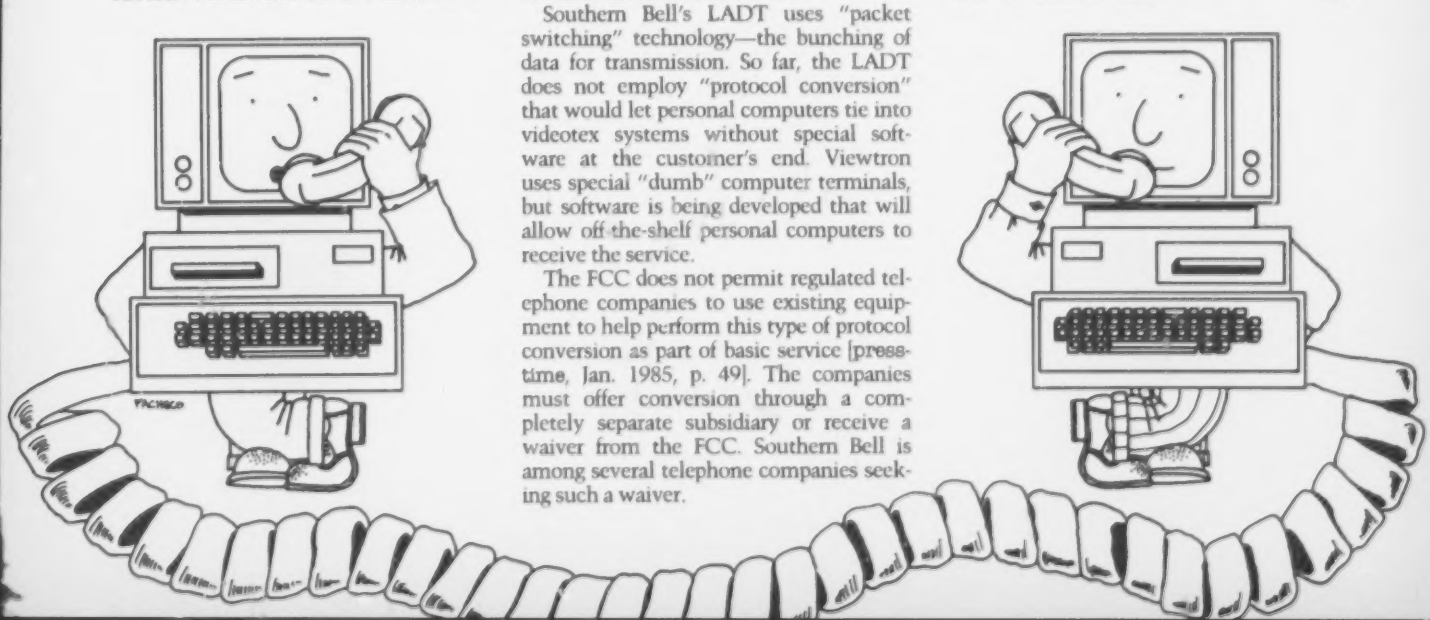
Opponents say that allowing telephone companies to use depreciated equipment in a competitive industry would give them an unfair advantage.

• *LAN.* "A newspaper—especially one building a new plant—might consider using LAN technology to permit computers, telephones and terminals in different departments to 'talk' to each other," Criner says.

John W. Iobst, ANPA research manager/computer applications, says special private lines usually are used in LAN systems. The lines can connect different makes of computers that use software to communicate.

• *ISDN.* Criner calls ISDN "the next giant step in communication network technology. ISDN would carry voice, pictures and data on a nationwide as well as international basis." It may even carry those signals simultaneously.

Timers Mirror's Baer says ISDN would make data transmission less expensive and "less cumbersome." □



K mart is your preprint place

The giant retailer has shifted millions of its ad circulars to direct mail, but a key executive says the current mix of newspapers and mail has stabilized

BY C. DAVID RAMBO
presstime staff writer

Even though newspapers continue to carry the bulk of all K mart advertising, their share of the giant retailer's preprint business has dropped from 89 percent to 62 percent in the last six years.

Most of the loss has been to shared mail—much of it to Advo-System Inc.'s "Marriage Mail" program.

But K mart's advertising director, Gerald K. Habeck, says the preprints' exodus from newspapers has stopped. The ratio of K mart advertising in newspapers and in the mail—about 2:1 in favor of newspapers—is "primarily going to stay where it is now. . . . Of course, it will depend on the newspapers' insertion rates" and market coverage, Habeck adds.

However, the K mart executive would not explain why he thinks the situation has stabilized.

The reason why K mart shifted to shared mail in the first place explains why this manner of delivering advertising circulars has become one of the biggest, if not *the* biggest, competitors for newspapers.

Shared mail, in which two or more advertising circulars are combined into one piece for low-cost, third-class delivery, provides "about 25-percent more saturation" than typical newspaper distribution, says A. Robert Stevenson, K mart's vice president of government and public relations.

"Our customer base is everybody. . . . Every 30 days about 50 million customers go through our stores," he says. "We see a response in the store level better (with mail delivery) than with newspaper distribution."

Stevenson says that before the advent of shared mail in late 1979 and early 1980, "newspapers had pretty much of a monopoly position on these insert rates, and in our view (those rates) were not cost-justified."

Advertising Director Habeck adds that shared mail has turned out to be "far less expensive" for K mart than newspaper delivery.

The nation's second largest retailer, K mart spent $424.6 million on advertising in all media during the year ending Jan. 25, 1984. Officials will not break down that figure by individual medium.

However, knowledgeable sources estimate that 90 percent of it was for newspaper advertising and direct mail combined—mainly in the form of preprints. And in testimony in the recent postal rate case, K mart officials reported that newspapers in 1983 carried 65 percent of all K mart advertising circulars, or about 43 million, every week. Thirty percent of the total, or 20 million, was delivered by shared mail.

K mart testified that with preprint volume holding steady in 1984, shared mail's portion would increase to 33 percent while newspapers' portion would drop to about 62 percent.

Newspaper losses defined. Newspapers' precipitous decline from the lofty level of 89 percent in 1979 can be traced to lower third-class bulk rates that have made direct-mail programs a viable alternative to newspaper insertion.

In rate-case presentations last year, K mart officials showed that shared mail handled only 4.5 percent of the store's 55 million circulars distributed in 1979. In one year alone—from 1982 to 1983—K mart's use of shared mail doubled from 10 million to 20 million pieces.

Newspapers in all parts of the country report they have lost mid-week K mart preprints. But some have been able to recoup part or all the business.

Particularly hard hit were the midwestern states of Indiana, Kentucky, Michigan and Ohio. K mart in the summer of 1983 shifted mid-week preprints from all daily newspapers in that area to the mails. Most of the papers, though, held on to the supplements for their Sunday edition.

George E. Stoner, advertising director of The Monroe (Mich.) Evening News, says K mart has indicated there is "little opportunity" for newspapers in the four-state area to get their mid-week inserts back unless there is "some drastic change" among newspapers throughout the region. Such changes could include many factors, including increased penetration in some parts of the region, he says.

Stoner says it is his impression that K mart would not return to newspapers in the area on an individual basis. "If they go back, it would be a complete return" to all of them, he believes.

Even with loss of the mid-week business, Stoner notes, K mart still is one of the Evening News' top five advertisers.

The big picture. Because K mart operations are located in nearly all parts of the country, most daily newspapers have been affected by the retail giant's marketing decisions.

For example, like its counterparts in the Midwest, The Vallejo (Calif.) Times-Herald lost K mart's mid-week preprints about a year ago, says Advertising Director Ronald C. Rhea. The paper now runs a combination of K mart preprints and ROP advertisements on Sunday.

K mart, with retail sales expected to top $20 billion in 1984, is second only to Sears, Roebuck and Co. in that category. Sears and K mart also rank number 1 and 2, respectively, in ad expenditures of the

leading "brand" advertisers in newspapers, according to a directory of the top 200 brands published annually by Marketing & Media Decisions magazine.

As of a year ago, ubiquitous K mart had 2,160 discount department stores. Unlike some other big retailers, the stores mostly are stand-alone buildings and not part of major shopping centers.

But like other retailers, K mart is diversifying. Product lines within its stores are expanding in such areas as "home-improvement centers" and "home electronic centers." Through the latter, K mart is becoming a leading seller of personal computers in the less-than-$500 price range.

In 1983, the corporation also recorded $575 million in sales outside its stores from numerous other holdings including 201 Kresge and Jupiter stores, 29 Designer Depot apparel stores, a chain of cafeteria-type restaurants and an insurance subsidiary. On Jan. 14, the firm announced it will enter the drugstore business by purchasing Pay Less Drug Stores Northwest Inc. for $500 million. And on Jan. 21, it said it will offer some consumer financial services on a test basis in 31 of its stores.

The heart of the K mart approach is mass marketing. It targets everybody as a likely customer. Therein lies the problem for newspapers, whose paid-circulation products do not reach every household in a given market.

Competitive response. Newspapers have responded to K mart's and other retailers' marketing needs in numerous ways, particularly through total-market-coverage programs whereby copies of the newspaper and inserts are delivered to non-subscribers as well as subscribers [prestime, April 1984, p. 22].

Another approach being explored is to form "networks" of newspapers in a given area so they can make a more effective sales pitch for all regional and national advertising. The Newspaper Advertising Bureau has formed one such network in North Carolina. (See story, p. 14.)

Newspaper executives say the NAB efforts are paying off.

As for the TMC programs, observers say they have been positive steps, although immediate results have been mixed.

"Some (TMC programs) aren't up to the standards that we need," says K mart's Habeck. He says those "standards" include sufficiently high penetration at the right cost. Specifics of suitable standards are determined by each of K mart's five regional offices that buy print-media space and mail services, he explains.

Sometimes the criteria for those standards are not easily defined. For example, The Oregonian in Portland, which carries K mart Sunday preprints, has a TMC program offering high penetration. "I think it's a very effective one, but K mart does not," says Retail Advertising Manager Richard M. Bixler.

On the other hand, a TMC program has been successful in keeping K mart and other advertisers of the Las Vegas Review-Journal happy, says Advertising Director Larry W. Hall. "They (K mart) have been with us from day one."

Hall adds that "our rates are very fair rates," and household penetration with the newspaper and mailed non-subscriber publication called "Family Fair" is greater than 90 percent.

Unlike newspapers in many other markets, the Las Vegas newspapers have no direct-mail competition, says Hall.

TMC programs also have been successful for Gannett, says Mark R. Arnold, vice president/advertising of Gannett Newspapers. "The key, I think, is to try to cut the cloth for the garment K mart is trying to manufacture," he says. That means offering as high a household penetration as possible.

"The rate has to be right, too," Arnold adds.

K mart is one of the top 10 preprint advertisers for all Gannett newspapers, and is one of the top three for many of the group's members, according to Arnold. In fact, K mart also is in the top 10 run-of-paper advertisers for some Gannett papers, he says.

Success does not depend solely on a TMC program. Howard F. Renner, advertising director of The Morning Call of Allentown, Pa., says his newspaper carries both mid-week and Sunday K mart preprints as well as inserts from at least four other major retailers. Part of the reason it has so much K mart business is relatively high paid-circulation penetration—79 percent "in our primary market area."

But another factor is the Call's sophisticated sales approach.

While most newspapers' sales presentations include

C. David Rambo

An average of 50 million people visit K mart stores every month.

Newspapers have responded to K mart's and other retailers' marketing needs in numerous ways, particularly through total-market-coverage programs. Those have been positive steps, although immediate results have been mixed.

"probably no more than a rate card and (a mention of) where we are in the market," Renner says, the Call goes to K mart loaded down with research data like display shelves heavily stocked for a "blue-light special." The Call shows "where we go, who we reach" and dozens of other bits of information. The newspaper's market research manager "has a slide for just about anything you want," Renner says.

The sales presentation includes data and graphics stored and displayed on an Apple computer.

Renner observes that selling is "no longer walking in and saying, 'What do you want to buy today?' You'd better have your act together."

There is plenty of opportunity for newspapers to do so with K mart. Advertising executives say that despite the new alliance of K mart and direct-mail firms, the retailer remains good friends with the newspaper business.

That is, company managers are always willing at least to *talk* with newspaper executives. Unlike some other big retailers, K mart officials are "extremely accessible and always have been," says Rhea of The Vallejo Times-Herald.

K mart's Stevenson says, "There is no problem as far as newspapers' making their case." □

Networks help papers compete

One way newspapers are responding to the challenge of direct-mail and other competition for preprints is by participating in marketing "networks." These attempt to make groups of newspapers more attractive for preprint distribution and easier to buy.

To date, there are two forms of such newspaper-related networks.

One has been organized by the Newspaper Advertising Bureau of all daily newspapers in North Carolina. James H. Hollis, NAB vice president/mass merchandising, explains that the network involves a compilation of all the newspapers' individual marketing information into a "common format." It results in the possibility of a strong, single ad-sales presentation.

"The concept is dynamite," says Gary B. Ahlstrom, advertising director of the Charlotte News and Observer. "It allows newspapers to offer many of the same things that direct mail provides."

To illustrate the practical effects of the network, Ahlstrom says that "if you put 50 newspapers in a room and you say, 'Show me what you have in your market,' you have 50 different presentations." Networking, he explains, gives a retailer one presentation encompassing all 50 markets.

The network does not "tout an individual newspaper," says Hollis. Nor does it push for advertisers to "buy them (the state's dailies) all or nothing" [presstime, May 1984, p. 34].

The second form of network was started in late 1983 by the Atlanta office of Landon Associates, an advertising-representative firm. Landon sets up individual buying networks for advertisers who can place one order and get a separate bill from each newspaper.

"The name of the network takes the name of the retailer," explains Jeffrey A. Deitz, southern regional sales manager. Landon has organized 14 networks consisting of "14 retailers we've lifted right out of the mail."

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Use of lighter newsprint edges up

BY PAUL KRUGLINSKI
presstime technical writer

A good way to get some newspaper executives' blood boiling is to bring up the subject of newsprint basis weight, particularly *lower* basis weight.

On one side of the issue are newspapers that increasingly are using paper below the standard of 30 pounds.

On the other side are newspapers that staunchly oppose using such lighter basis-weight paper.

Basis weight is a commercial term for expressing the weight per unit area of paper. It is expressed in U.S. measure as pounds per ream, determined by weighing 500 sheets of 24-by-36-inch paper. In the metric system, the basis-weight equivalent is called "grammage," expressed in grams per square meter and determined by weighing a one-meter-square sheet.

A 1,600-pound roll of 28-pound paper contains about 6 percent more "area"—that is, surface on which to print—than a 1,600-pound roll of 30-pound paper.

But basis weight also directly affects print quality and runnability—and some newspapers insist lighter paper is inferior on both scores. "As a matter of very firm policy, we don't accept newsprint of a basis weight lower than 30 pounds," says Fred Chait, special counsel and consultant to Knight-Ridder Newspapers Inc. The main reason is the problem of show-through, he said.

Trend to lighter stock. Until 1974, when the newsprint mills unilaterally decided to lower basis weight to 30 pounds, the industry standard was 32 pounds.

That decrease came during a time of tight newsprint supply and was implemented because the papermaking process requires a lesser amount of raw materials to produce 30-pound paper than 32-pound [presstime, Jan. 1983, p. 9].

Although the 30-pound variety remains the standard, lighter paper has been used at some locations for more than a decade, says Doris E. Kleintop, supervisor of ANPA's Materials Testing Service.

Moreover, the amount is increasing. Of the samples ANPA tested last year, 14.7 percent weighed in at 29.5 pounds or less, compared with 1 percent in 1973.

"There's been a slow, steady trend toward [use of] lower basis weight," says Kleintop, whose section annually receives about 1,600 samples from 100 newspaper plants [presstime, Dec. 1984, p. 56].

There are no other industry organizations that calculate the weight of paper being used. However, Michael Homonko, statistician of the Canadian Pulp and Paper Association, says it is his impression that weight "has been dropping lately, but not very much."

If and when 28-pound newsprint becomes the industry norm, it's a safe assumption that many publishers will be less than overjoyed.

The two-pound reduction 11 years ago divided the newspaper business on several issues, runnability being the foremost. Some experts say runnability suffered when basis weight declined [presstime, May 1980, p. 58]. Others say 30-pound paper has more stretch and runs better through the press.

There was more agreement on the question of show-through—nearly all papers say they experienced greater show-through after 1974.

Mills have yet to find a way to increase opacity and eliminate those problems. Some are experimenting with fillers and other additives to the newsprint, but they would drive up prices substantially, says W. Bernard Devine, vice president of manufacturing of Newsprint Sales Ltd., Greenwich, Conn.

However, Archie M. Bruce, director of marketing services for Abitibi-Price, the world's largest manufacturer of newsprint, maintains that advanced manufacturing technology has improved newsprint quality.

He also says better instrumentation on newsprint machines has resulted in greater uniformity. Improved "formation"—the distribution of fibers in the newsprint—has helped to improve newsprint performance, he says.

Impact of flexography. As the debate about newsprint basis weight goes on, several developments on the horizon could affect the situation dramatically.

One is the advent of flexographic printing and anilox inking systems. These technologies could allow use of lighter paper without sacrificing quality. In fact, many people involved in flexo technology believe that, in time, newspapers may be able to achieve the same level of printing quality using water-based inks on 24-pound newsprint that they achieve now with oil-based inks on 30-pound stock.

As the theory goes, flexographic newspaper presses or letterpress presses converted to anilox inking systems may be able to employ revolutionary water-based inks. An advantage of water-based inks is that the pigment is deposited on the paper's surface; it is not embedded into the fibers like oil-based ink.

Because oil is the culprit in show-through, water-based inks by default may solve some of the opacity problems of lighter newsprint.

Yet effects of these technologies in the near future may be marginal. Production experts point out that most newspapers for years to come will be using conventional letterpress and offset presses. For that reason, most ANPA members oppose any reduction in the 30-pound, basis-weight standard, according to William D. Rinehart, ANPA vice president/technical.

However, there is a more immediate situation that might make use of lighter-weight paper increasingly attractive to newspapers: possible savings in postal costs. Mail rates are based partly on weight, and lower basis-weight newsprint could be a boon for newspapers with big mail bills.

Some observers note that total-market-coverage products delivered by mail are especially good candidates for lower basis-weight newsprint. □

ANPA's Kleintop weighs test sample.

Spartanburg (S.C.) Herald-Journal

Paper now arrives at sunrise, not sunset.

P.M. publishers who went A.M. laud the move

Although circulation hasn't boomed, conversion has yielded other benefits

BY BARBARA J. FRIEDMAN
presstime staff writer

About four years ago, the Grand Forks (N.D.) Herald was an evening newspaper serving a scattered rural population. Of its approximately 35,000 subscribers, 21 percent were getting the paper by next-day mail.

With readers getting Monday's news in Tuesday's paper on Wednesday, the Herald was "faced with slow strangulation," says Publisher Michael Maidenberg. That summer, the Herald became one of the approximately 30 newspapers that switched in 1981 and 1982 from evening to morning publication.

Since the switch, the Herald's circulation has climbed 7 percent, according to the Audit Bureau of Circulations' figures for the half year ending last September. The numbers make the Grand Forks Herald a circulation success story as p.m.-to-a.m. conversions go.

But conversions are not automatically followed by rising circulation. And even when they are, it is difficult to measure how much of a newspaper's improved performance is attributable to the conversion because such moves often are accompanied by other changes and improvements in the newspaper.

A look at the Herald and six other 1981-82 converts indicates, nevertheless, that the conversions generally proved to be good moves.

Two of the papers—the Winona (Minn.) Daily News and the Los Angeles Herald Examiner—had less circulation as of last September than before conversion, according to ABC. But the two publishers say conversion hasn't appreciably affected the declines.

Publishers interviewed disagreed about conversion's overall impact on costs, but they tended to say the switch left them in a better competitive position vis-a-vis other newspapers and other media.

Grand Forks' Maidenberg says the conversion "allowed us to grow," adding that improved production, distribution and product also have facilitated growth.

The Herald sells to an eastern North Dakota-Minnesota area where people make their living mainly by agriculture. The paper wants to serve all people who look to Grand Forks as a regional center, and "that covers a very, very large area," he says.

"If we were a p.m. paper, we could still talk that way"—that is, claim to be serving a large geographic area—"but it wouldn't be rational," Maidenberg adds. "It would be blowing smoke. But as an a.m. paper, we can get out there" with same-day mail delivery.

The price to "get out there" is a sharply tighter production schedule. Maidenberg says the paper added two people to the mailroom and one to the pressroom, and it pays more overtime to production personnel. He attributes the extra costs to three factors: accelerating growth, an increase in preprints and the conversion. Of the 47 people in the newsroom, 10 were hired because of growth since 1981.

Circulation as of last Sept. 30 was 36,925, compared with 34,652 in the comparable reporting period before the switch to morning publication.

But rising revenues apparently outpace growing costs. Asked about the paper's profit margins before the conversion in 1981, Maidenberg says, "We're doing better than we were as a p.m. paper." But he adds that while margins "are decent," they are "not great." The paper, he says, is trying to match margins experienced during the agricultural bonanza of the 1970s.

Grand Forks sits almost on Minnesota's western side. Across that state and to the south, the Winona Daily News became a morning paper about three years ago.

In terms of circulation, Publisher Ronald J. Semple says, "I don't know that we got a hell of a lot" out of the switch. The paper had theorized that same-day mail delivery would boost circulation in the countryside, which it regards as its market. That hasn't happened. Circulation has fluctuated since the conversion, as the newspaper has changed format dramatically and raised subscription prices substantially.

Before the change, next-day mail delivery to outlying areas accounted for 20 percent of the papers sold. Recently, the mails carried only 16 percent, even with same-day delivery. In the March before the 1981 conversion, the News had circulation of 17,526. Last March, the comparable ABC figure was 16,448.

Semple blames the drop on the area's economy. Winona is in dairy country, and "farmers are hurting. The dairy farmers give us the cream in our economy."

But Semple says of the change to morning, "If I had it to do all over again, I would. That's where the future is."

For the Los Angeles Herald Examiner,

which changed from evening to morning publication in 1982, the terrain was different in more ways than one. The evening paper faced the hindrances of afternoon city traffic and formidable morning competition.

Publisher Francis L. Dale says the Herald Examiner switched to save money on distribution costs. "Time is money," Dale says. "We have to be in the morning cycle" to get copies delivered to 12,000 newsracks. "You can't get around Los Angeles" in afternoon traffic.

The Examiner had ABC-audited circulation of 285,656 in the six-month reporting period immediately prior to the conversion. The comparable figure last year was 236,660.

But the newspaper has experienced a long-running decline, which Dale says was aggravated by trouble with independent dealers, culling phantom circulation and cutting service to certain areas.

At the Daily Camera in Boulder, Colo., which converted to morning publication in 1981, Publisher Janet Chusmir says, the move "positioned us against the Denver metros." (The Denver Post became a mornings-only paper in 1982, meeting the Rocky Mountain News head to head.)

The Daily Camera's circulation has grown from 27,891 in the September before conversion to 29,291 last year.

"I think we wouldn't have the advertising and support if we were a p.m. paper," Chusmir says. But she indicates it's impossible to trace directly the conversion's effect. Factors such as a mandatory pay-by-mail policy cost the Camera readers and skewed circulation trends.

Chusmir also attributes growth to improvement in the newspaper, which includes new business and entertainment sections. Expenses are up, she says. But referring to the paper's high profits in 1980, she says "we are moving up there again and past '80."

Another concern in all p.m.-to-a.m. conversions, is the human side [presstime, May 1984, p. 6]. At the Globe-Gazette in Mason City, Iowa, Publisher Bill Johnston says of his staff, "It's no secret they don't get a big thrill from going from 8 to 5 (during the day) to 4 to 2 in the morning."

Johnston says conversion hasn't helped morale but morale is still good. And in other respects, he adds, conversion proved to be the right move. □

Newspapers also stand by decisions to merge A.M. and P.M. papers

Another publishing strategy of recent years has involved merging jointly owned morning and evening papers into all-day or mornings-only papers.

A check of four places that implemented such a merger in the early 1980s [presstime, Jan. 1983, p. 49] found little common experience beyond an initial drop in circulation resulting from elimination of two-paper subscribers.

And although the idea of merging might suggest cost-cutting objectives, Publisher Fred A. Stickel says the opposite proved true at The Oregonian in Portland. The morning Oregonian and evening Oregon Journal combined in 1982 into an all-day publication with four editions. With a bigger staff, a larger paper and expanded coverage, "It's costing me more to produce one big paper than it did two" smaller ones, Stickel says.

The merged paper first saw circulation drop, then start back up. In the six months before the merger, the papers had combined daily circulation of about 332,000. The ABC figure for The Oregonian last September was 290,228.

Stickel says advertisers like getting unduplicated circulation. Higher advertising revenues, he says, balance the paper's higher costs and the impact of a Northwest economy that trails other regions.

At the Spartanburg (S.C.) Herald-Journal, Publisher Hubert Hendrix says "the merger formalized what was fact. . . . We were producing a one-time-a-day newspaper" with a skeletal staff for the p.m.

The paper now publishes one morning edition and sometimes a slightly different, second a.m. edition when warranted by news from outlying counties. The merger in 1982 saved money in distribution and made "good economic sense," Hendrix says.

Circulation of the Herald-Journal stood at 47,184 last September, compared with 47,975 just before the consolidation took place, ABC figures show.

Production time freed by killing the evening paper brought other financial benefits, too. The paper can now print its TV quarterfold, which had been contracted out, Hendrix says. The TV supplement had been a break-even proposition; now it's profitable.

At the Springfield (Ohio) News-Sun, Roger S. Kintzel, formerly publisher, says that the staff is smaller than before the merger but that the shrinkage also reflects the city's ailing economy.

He says a gradual decline in circulation at the paper predates the merger and has continued. Kintzel left the paper Jan. 4 to become publisher of another Cox Enterprises daily, The Mesa (Ariz.) Tribune, and president of Cox Arizona Publications Inc.

ABC figures show the decline was from a combined 43,984 in March 1982 to 39,560 two years later.

The News-Sun publishes a morning and an afternoon edition. The emphasis is on the former, Kintzel says, and someday he expects the paper to drop the p.m. product.

That step was taken more than four years ago in Wichita, Kan., where the merger of the morning Eagle and evening Beacon resulted in the mornings-only Eagle-Beacon.

Shortly before the merger, the Beacon's circulation had sunk to about 35,000. Unprofitable and claiming little advertising base, it was considered "losing space," says Publisher Norman J. Christiansen. Neither the "readers nor the advertisers wanted it."

Management reasoned that a combined paper with redeployed staff and resources would offer a solid base for growth and future profitability.

The combined paper substantially expanded coverage, adding a broad range of new sections. There were only a few staff cuts in circulation.

In the September before the merger, the papers had combined circulation of about 151,500. By last September, circulation had returned to 123,074, according to ABC figures. Based on the recent figures, the Eagle-Beacon estimates it has recaptured all its unduplicated circulation.

A "substantial monetary loss" from the drop in circulation was more than offset by higher advertising revenues, Christiansen says. Upon merging, the paper adopted higher advertising rates that had been charged previously only on holidays and Saturdays.

The merger required the complete restructuring of the newspaper's operations and "went off almost flawlessly," Christiansen says. "We couldn't be more gratified looking back four years later."

A century after Richard Sears sold watches by mail, U.S. merchants chalk up $44.4 billion in sales via 7,000

CATALOGS

Credit cards have fueled the recent boom in catalog sales.

BY MARCIA RUTH
presstime staff writer

Nearly 100 years ago, an obscure railroad station agent noticed a shipment of watches being sent back to the manufacturer by a local retailer unable to market them in North Redwood, Minn. He prevailed on the store owner to let him sell the watches by mail, and from this humble beginning in 1886 Richard Sears began what is now the largest retail catalog business in the world.

In 1983, the last year for which national statistics are available, an estimated 6,500 U.S. merchants issued nearly 7,000 separate catalogs that generated sales of $44.4 billion. Catalog sales have risen about 10 percent in each of the past six years, and the New York-based Direct Marketing Association predicts that by 1990 catalogs will account for one fourth of all U.S. retail sales.

While that growth is frequently described as an "explosion" in retail marketing, its impact on newspaper advertising is still unclear.

But for the time being, anyway, newspapers are looking beyond whatever adverse effects advertisers' penchant for catalogs might have on ROP advertising. Instead, they are looking at catalogs as potential newspaper inserts.

"We start with the premise (that) we want to carry" catalogs, says Ferguson E. Rood, vice president/advertising and marketing for the Atlanta Journal and Constitution.

"But we've got to be practical," he adds, citing two major hurdles newspapers must clear to lure delivery of catalogs away from direct mail: The ability to deliver to a precisely defined audience, and the ability to insert the variously shaped catalogs into the newspaper.

As with all direct marketing, targeting is the key to success for catalogs, even more so because of the cost of making them. Typically printed in full color on heavy stock paper, catalogs can cost several dollars apiece to produce.

And unlike most retail advertising, they are not aimed at the kind of geographically defined audience newspapers are accustomed to accommodating. Rather than luring shoppers to a local store, they attract phone and mail orders from people living within the circulation areas of many different newspapers.

Fueling the catalog explosion are three developments—computerized mailing lists, credit cards and toll-free long-distance telephone numbers. Though commonly called "mail-order" sales, 60 percent of catalog items are now ordered by phone, a trend DMA predicts will reach 80 percent in another year.

Also driving the trend away from store traffic are the increasing numbers of working women who have less discretionary time and are in families with more disposable income. Once a convenience for rural America, catalogs are now used primarily by urban households whose members are too busy to patronize local retail outlets or too selective to be satisfied with merchandise available there.

One advertisement says it all: "Our store is 10¾ inches tall, 8¼ inches wide, and 100 pages deep," says bold print heralding the Lands' End catalog. "It has no crowded parking lots, clogged elevators, or hidden rest rooms." This "store," says the ad, offers "up to 7,700 items you can shop from—assembled under one 'roof' from the four corners of the earth, wherever quality calls." And since "we mind our store 24 hours a day, 7 days a week," says the ad, "you can buy from us in the comfort of your own home."

The fare ranges to the exotic.

For example, Hammacher Schlemmer's 1984 catalog sent to a mailing list of two million produced these best sellers—a 7-by-2-foot blimp used for advertising messages, a heat-sensing blanket that adjusts to changes in body temperature and a radio that works in the shower.

In contrast to the predominantly male and over-50 audience targeted by Hammacher Schlemmer, Spiegel—one of the top five catalog companies—takes aim at four million "upscale working women" with a taste for designer clothes and elegant furniture.

And Maine-based L.L. Bean shoots for another crowd, one that is committed to a more casual lifestyle. Bean's targeting hits so close to the mark that during the 1984 pre-Christmas rush, its mailing list of more than two million names resulted in as many as 23,000 calls in a single day to its 250 operators.

Even stores with broadly based appeal have highly selective criteria for catalog distribution. Sears, for example, which counts 39 million U.S. households among its customers, sends its major catalog twice a year to 14 million of them—the ones who have made at least two recent catalog purchases totaling $60 or more. Other catalogs, issued seasonally or by product category, go to even more narrowly targeted customers.

In addition to firms almost totally based on catalog sales, nearly all major retail stores now credit up to 10 percent of their sales to catalog orders, says John A. Murphy, vice president/sales promotion and marketing for the National Retail Merchants Association. And the percentage is increasing. "Retailers are going after a particular share of market," says Murphy. "I don't know if newspapers can be that specific."

But many papers are beginning to respond to the challenge. According to Christopher N. Jackson, vice president/chain store sales at the Newspaper Advertising Bureau, more than 200 dailies now have the capacity to target delivery by blending lists of newspaper subscribers with retail customers, and about 70 are now using this "merge/purge" method with at least one retailer. NAB is currently preparing a "merge/purge" manual.

One of the most highly developed "merge/purge" operations is at the Los Angeles Times. Since October 1984, through a program called ZIP-OVER, the newspaper has been able to deliver a particular insert such as a catalog to homes on a store's customer list. With another program, ZIP-UP, stores lacking customer lists can target particular ZIP codes.

(ZIP-OVER and ZIP-UP are in addition to the Times' ongoing target-marketing programs for groups of inserts.)

What reduces the cost to the advertiser in such programs is the overlap between newspaper subscribers and targeted households. By merging the two lists and purging duplicates, newspapers can deliver single inserts to subscribers for less than the cost of direct mail; only non-subscribers receive their copies by mail.

"We're cutting their mailing list in half if half already subscribe to the Times," explains Steven W. Rinek, the Times' selective market coverage manager, who encourages advertisers to spend the money "saved" to reach more newspaper subscribers in specific geographic areas.

The demographics of newspaper subscribers—more likely than the general populace to have credit cards—make them "juicy prospects for conversion" to catalog sales, says NAB's Jackson. □

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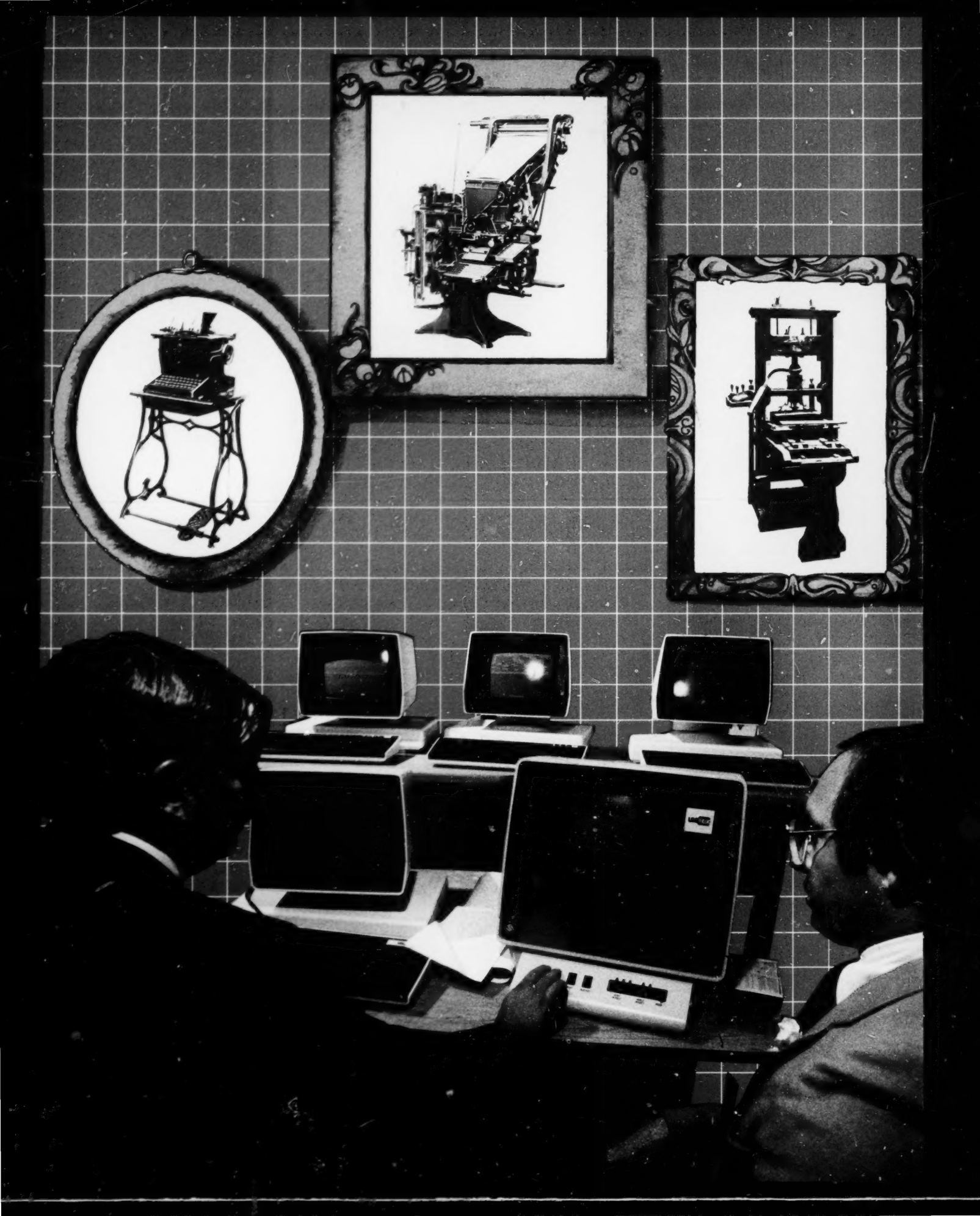


Buying EQUIPMENT

The process of deciding which machines are right for a particular newspaper has been complicated by rapidly evolving technologies and an array of new vendors.

BY PAUL KRUGLINSKI
presstime technical writer

Movable type. Linecasters. Cameras. Telephones. Typewriters. Rotary presses. Coin-operated vending machines. Single-grip conveyors. Pagination systems. Laser imagesetting devices, et al. The history of newspapers is the story of the evolution of machines.

So strong is the need for machines that whole support industries have sprung up to service the newspaper business. And so great is newspapers' reliance on machines that it takes decades for most devices to find their way onto a scrap heap.

But while technological advances are helping to produce and distribute better quality newspapers more easily and economically, they are also creating headaches for the newspaper executives who must decide which equipment to purchase.

With so many vendors offering an array of equipment options—and more vendors with competing products constantly entering the marketplace—the selection of vendors and their products become complex and time-consuming. The questions seem endless: Which vendor do you choose? Will that vendor still be around in years to come—or even at the time of the equipment's delivery? What are its service policies? Which equipment choice best fits your requirements? Do you buy new or used, or do you lease? What are the costs, and how do you justify them?

These questions contrast with the relative simplicity of equipment decisions in the so-called hot-metal era that faded in the 1960s.

"From 1900 to 1960, buying equipment was basically a matter of replacing worn-out parts of existing systems," observes William D. Rinehart, ANPA vice president/technical. "Today, there's more personnel involvement because new, revolutionary technologies have to be evaluated."

Jules L. Plangere Jr., board chairman and publisher of the Asbury Park (N.J.) Press, says, "There isn't any question that it's gotten confusing." The buying process was simpler two decades ago, he notes, because there were fewer vendors offering a limited number of products. "You didn't have that much to choose from. You thought first about the reliability of the equipment. Serviceability was another major consideration, and then price. That was the extent of it."

With the evolution to modern production processes, some definite trends have developed:

- Because of the complexity of the equipment and the increasing interactivity of devices, newspapers have moved to a "systems concept" when buying equipment.
- Where one person, usually the production manager, once made the purchasing decisions, now the process is handled by committees consisting of department managers.
- Newspapers are taking more time to consider which equipment to buy, although there are exceptions to this trend, particularly in the mailroom. The decision-making process is slowed by the growing number of vendors and the ever-increasing diversity of their products.
- Nearly all vendors have established used-equipment divisions to recycle and resell used equipment. In addition, new companies have been founded with the sole purpose of reconditioning, upgrading and selling used equipment.

The common factor in all of these developments is the increase in newspaper-equipment cost and complexity.

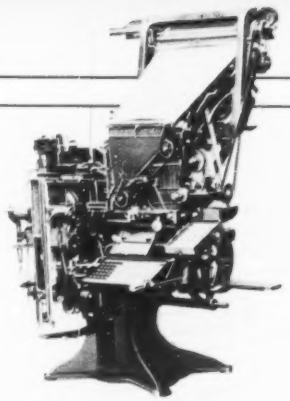
"Every department at newspapers is becoming more complex technologically," says ANPA's Rinehart. "It takes tremendous effort and commitment to stay abreast of developments by suppliers to the many aspects of newspaper operations."

Consider, for example, the rapid development of pagination, the electronic makeup of newspaper pages. With prices ranging anywhere from $150,000 to nearly $9 million, 23 firms are now involved in their manufacture—an increase of seven in the last year alone.

As for the big-ticket items on publishers' shopping lists—presses and mailroom equipment—the story is similar, but the dollars are bigger.

There are at least 15 press vendors with about a dozen press options from which to choose; 30 years ago there were only four press manufacturers serving the American market. And while press costs vary greatly depending on the configurations needed, prices generally have increased fourfold in the past 15 years.

In the mailroom, the array of equipment needs has increased dramatically in recent years, spurred chiefly by the flood of



preprints. The number of vendors also is up—from nine in 1970 to more than 35 today—and may increase even more as the newspaper industry begins to look to outside manufacturers for new concepts for more efficient mailrooms. Here, again, the options are many.

Nonetheless, newspapers apparently are coping. The volume of equipment purchases has risen every year since 1979, except for 1983 in the aftermath of the 1981-82 recession. Although final figures on newspapers' 1984 purchases are not yet available, respondents to ANPA's annual capital expenditures survey estimated last year the amount would approach $800 million—nearly double the $445.8 million papers spent for new equipment in 1983 [presstime, May 1984, p. 63]. (See chart below.)

Moreover, according to the brokerage firm of Lynch, Jones & Ryan, the newspaper industry's earnings growth is projected at 16.5 percent for 1985, providing the financial base to inspire publishers and their staffs to continue to shop for new machinery.

But picking the items, and determining how they will ultimately improve production, require a lot more than just money today. Richard E. Lewis, vice president/operations for The Record of Hackensack, N.J., puts it this way: "The buying decisions are a lot more complex today. You've got to do your homework, and there's a lot more homework to do."

"You look to buy components of a system, be they mailroom, pressroom, advertising or editorial."

Systems concept. The biggest change in equipment purchasing stems from the development of *systems*, says Lewis.

Newspapers have always been systematic in their approach to creating their products—different departments coordinating their individual activities to achieve smooth operations. But many of the new technologies involve intricate subsystems that are interdependent. Additionally, computers have tied different departments together with an electronic web.

For these reasons, executives have found it imperative that subsystems within particular areas and systems among departments all work together in a symbiotic whole.

"You don't look to buy a piece of equipment any more," says Lewis. "You look to buy components of systems, be they mailroom, pressroom, advertising or editorial."

Nowhere is the systems concept so important as in the mailroom. As many newspaper executives point out, mailroom systems are complex because of the many distribution requirements of zoned editions, non-subscriber programs, zooming preprint volume and other factors.

The mailroom is frequently a hodgepodge of various operations—warehousing, commercial printing, and mailing and packaging. And its function is so critical within the production flow that mailroom operations directly affect the deadlines of all other newspaper departments.

Newspapers' new equipment expenditures, 1978-84
(Data from ANPA's annual capital expenditures survey)

Year	Number of newspaper plants responding	New equipment expenditures
1978	348	$204,330,702
1979	424	$335,356,216
1980	479	$387,119,713
1981	495	$591,350,177
1982	468	$607,399,125
1983	460	$445,885,632
1984[1]	460	$780,516,158

[1]Projected

Emergence of current problems with mailroom systems can be traced to the January 1979 decision by the U.S. Postal Service to offer a discount rate on presorted, bulk, third-class mail. That led to a sharp increase in direct-mail advertising competition for newspapers. In response, newspaper executives responsible for mailroom equipment purchases had to start thinking about buying even more sophisticated, faster and more versatile mailroom machinery.

The same year was also significant in that it marked the North American introduction of systems-oriented distribution and inserting machinery made by Ferag Inc., a Swiss firm.

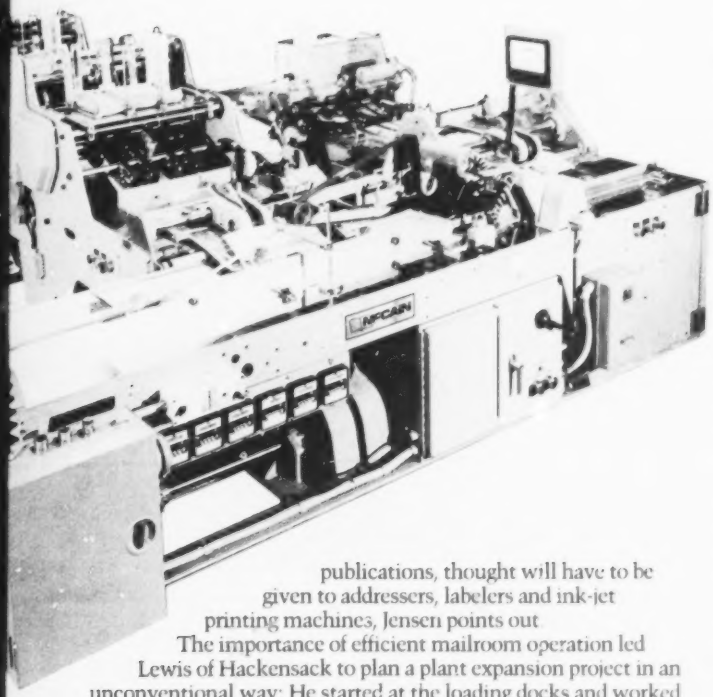
"Inserting has gone crazy," observes Allen Jensen, vice president of marketing for Newspapers Mailroom Systems, a mailroom equipment reconditioning firm. "You can't do it by hand any more. You don't have the time."

Jensen, who was once director of engineering for the Chicago Sun-Times, says that mailrooms have become more costly, are the fastest growing in manpower needs and require more "customized" equipment. "Every mailroom is unique," he says. "You can pick products off the shelf, but getting them to work together is the problem."

L. John Rothwell, vice president/technical resources for Southam Inc. in Toronto, says newspapers will have to continue to seek a variety of distribution-equipment vendors to build complete systems because "no one supplier offers a completely integrated system from press delivery to truck loading."

Production executives have also changed their attitudes on mailroom purchases. Where once they looked upon the mailroom as a "necessary evil" and made purchases basically to "solve problems," today they are investing there because "the mailroom is a money-maker," Jensen says.

In addition to the traditional newspaper, many papers today are also printing TV guides, advertising supplements, total-market-coverage publications and other products that require specialized equipment. Besides having to think about inserters, conveyors and tying machines, now executives also have to think about trimming and stitching machines among other devices these newer publications require. And as newspapers move to more "ROP zoning" and reliance on mail delivery for TMC



publications, thought will have to be given to addressers, labelers and ink-jet printing machines, Jensen points out.

The importance of efficient mailroom operation led Lewis of Hackensack to plan a plant expansion project in an unconventional way: He started at the loading docks and worked back into the pressroom when planning his equipment needs.

The Boston Globe's Billerica, Mass., satellite printing plant is an example of how sound equipment decisions in the mailroom will improve productivity. According to David Stanger, the Globe's senior vice president/operations and business manager, the satellite plant and the downtown printing facility use similar presses, yet the former outproduces the latter by 7,000 papers per hour. Stanger attributes the increased productivity to the automated Ferag-based system at Billerica.

The advent and proliferation of total-market-coverage and selective-market-coverage newspaper products have added another level of complexity to distribution operations, and with that the need for specialized equipment.

The trend toward zoned editions is evident in the growing number of newspapers that are purchasing Harris Graphics Corp. NP-1472 inserters as integral parts of mailroom systems.

Capital Newspapers Group of Albany, N.Y., publisher of the Times-Union and Knickerbocker News, began inserting with a prototype of that device in 1982. The NP-1472 has allowed the newspapers to predetermine which editions get their alloted zoned preprints, according to Alfred J. Giguere, director of operations. It has "virtually eliminated overtime in the mailroom (and) improved editorial deadlines," reduced manning in the mailroom and allowed the newspapers to "tailor" . . . zoning operations to individual customer needs."

The systems-concept approach to buying equipment is starting to spread to the pressroom as well. One example is the installation of automatic roll-loading systems to deliver newsprint rolls to the presses, which several papers have implemented in recent years. The Atlanta Journal and Constitution have included this option into the plans for their remote plant in Norcross, Ga.

Front-end systems also are requiring more thought to the interaction of various components. "The time is past when you can buy an individual front-end system" without regard to how it would affect other departments and equipment, observes Olaf R. Saugen, manager of advanced systems for Philadelphia Newspapers Inc.

Choosing a vendor is secondary to being sure the components of the systems will be compatible, according to Saugen, who maintains that components need not come from the same vendor. Before acquiring an Atex Integrated Advertising System, the Philadelphia papers established a comprehensive checklist of requirements: ability to function with existing typesetters, serve the display advertising department, paginate classified advertising, and tie into the database of the business department's own computer system, which contains financial information about advertisers. Another requirement was state-of-the art telephone and telecommunications capabilities.

Committee approach. The introduction of new technologies also completely changed the decades-old ways newspapers acquired their equipment: One-person purchase decisions are out, committee decisions are in.

"The stakes are so much higher these days," says Plangere of the Asbury Park Press. Technical advances have forced newspapers "to broaden the base of knowledge" and to involve many department executives in the equipment-purchasing process, Plangere notes.

"The divisions between departments used to be like Chinese walls: You didn't cross lines," he says, noting that such an attitude is counterproductive to worthwhile equipment evaluations.

The emergence of the committee system runs contrary to the old saw that creating committees is the best way to impede progress. But many in the newspaper business insist that committees have become indispensable to the process by which equipment-buying decisions are made.

For larger purchases, the committee usually consists of high-level managers whose departments' personnel will interact in some way with the equipment under consideration. With smaller systems or at smaller newspapers, the committee may comprise the publisher or general manager and several members of the department getting the new equipment.

Generally, the larger the purchase, the more time the committee will take to make its recommendation. For instance, a mailroom project at the Philadelphia Inquirer and Daily News involved 10 to 12 planners over eight months.

Staff involvement in the decision-making is paramount, says Erwin Potts, vice president of Sacramento, Calif.-based McClatchy Newspapers. "The most important consideration is the participation of the people who will use the system."

The Atlanta dailies provide an example of how committees spend long periods studying equipment options and ultimately make the purchasing decision. Theirs is also a case study on how to buy press equipment for a larger newspaper operation.

For nine months, the newspapers ran two Kidder-Stacy Co. flexographic units in anticipation of future plant expansion in the Atlanta suburb of Norcross. The results of the tests directly influenced the way the newspapers arrived at their decision to purchase Tokyo Kikai Seisakusho Ltd. offset presses.

"It was soon evident that flexo would take longer" before it would be a proven newspaper press process, says James F. Missroom, pressroom general foreman, "and the decision (to purchase presses) would have to be made sooner than originally expected. We knew soon after we committed to the flexo test that the new plant had to go into production as soon as possible (and)

before flexo testing was over."

The Journal and Constitution then formed a six-member offset committee to choose a vendor, and the committee spent several weeks narrowing the list of potential manufacturers. Missroom says the committee developed a list of "41 factors to use in the final vendor selection"—the factors representing "pet interests of all factions of the committee"—and a list of undesirable press characteristics.

"Upper management was represented by factors relating to quality, waste control, delivery times and purchase price," Missroom says. "The pressroom was interested in safety, speed, ease of operation, quietness and cleanliness. Maintenance (wanted) damage prevention, ease of adjustment, durability and parts availability."

Missroom says the undesirables that were identified included oil or ink leaking into the reel room and "'spitting' ink rails, leaking page packs, friction-driven slitters or unreasonable lead time on parts orders."

The committee rated, on a scale of 1 to 10, each factor and each vendor proposal.

"The vendor rating could be multiplied by the factor weight to produce points toward the vendor evaluation," Missroom says. "For example, a vendor rated at 9 on a factor rated at 8 would gain 72 points toward the final evaluation."

The committee also prepared for the final ratings process by sifting through vendor presentations, studying proposals and specifications, conducting interviews, analyzing reports, visiting other newspapers with new press installations and inspecting vendors' manufacturing plants.

"In the end, (all the data) went into the vendor ratings," says Missroom. "When evaluations were finally added up, the TKS proposal came out ahead (for) our particular requirements."

Sometimes, though, it takes quite a while for a purchasing committee and a vendor to develop rapport on a particular equipment purchase.

"We started looking at pagination systems about three years ago," says Mark Wiggington, pagination director for the Long Beach (Calif.) Press-Telegram, which recently purchased a $2-million system from Information International Inc.

Although the newspaper was impressed with the triple-I system early in the decision-making process, Wiggington says, the firm was given 25 items the system needed before the paper would buy it.

"We told triple-I why we didn't want their system," he says. "They came back in six months with half the changes and promised they would make the rest."

Wiggington says the firm basically converted what was a magazine system into one oriented toward newspaper production.

One popular technique for committees is to attend a large trade show of graphic-arts equipment, where members can see demonstrations and displays of many vendors' wares in a particular product category. The largest annual exhibition of newspaper equipment is the ANPA Operations Management Conference & Exposition. (See stories, pp. 25 and 42.)

Used equipment. There are times, though, when it makes sense to buy old, refurbished equipment, or to give existing machinery a facelift. In a way, this represents a throwback to an earlier era, when smaller newspapers upgraded their equipment by acquiring castoffs from larger papers. But today, even larger papers have found they can avoid "sticker shock" by recycling old equipment.

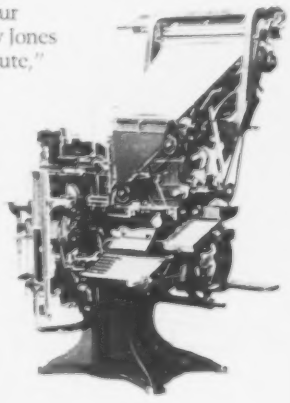
The decision to buy something other than brand new is most often made regarding presses. Letterpress presses can be converted to offset by re-engineering components or by replacing entire letterpress units with offset units. In both types of conversions, papers use existing reel stands, superstructures and folders.

With the blossoming of these press options, new companies have sprung up to specialize in adapting old presses to new technologies. Among them are Publishers Equipment Corp., Inland Newspaper Machinery Corp., Press Machinery Corp. and Smith RPM Corp. But the more familiar names in the press field, like Goss and M.A.N-Roland, have responded by offering conversions of their own.

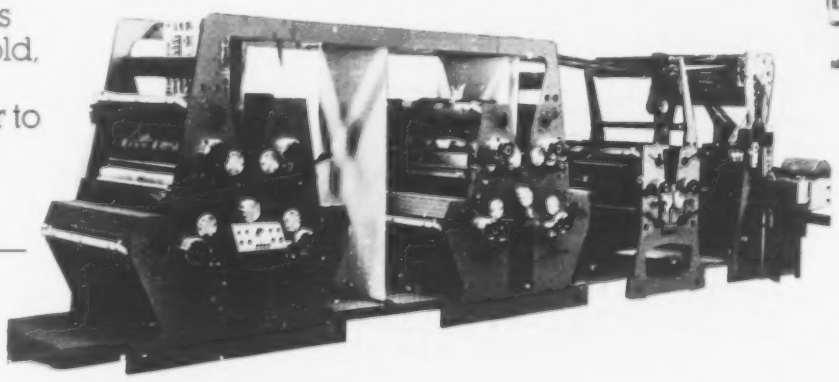
The Joplin (Mo.) Globe, part of Dow Jones & Co.'s Ottaway Newspapers group, was able to upgrade from its six-unit, 1956-vintage Hoe color convertible press to a new five-unit Goss Headliner offset press for a bit more than $3 million, well within its alloted budget.

"This was an important factor in our press-purchase decision (because) Dow Jones had excess press equipment to contribute," says James D. Hitchman, national production director of Ottaway.

Goss proposed installation of new Headliner offset units—custom-built and with new and used parts—on six



There are times when it makes sense to buy old, refurbished equipment, or to give existing machinery a facelift.



The good ol' days were simple

As recently as a generation ago, the business of buying newspaper equipment was relatively cut and dried.

There were four major newspaper web-press manufacturers, all making letterpress units solely. All type was set in lead, and only two firms made the hot-metal typesetters. It was not uncommon for larger newspapers to run their equipment for decades before putting it on the used-equipment market, which is where smaller papers customarily made their purchases.

Outside of comics and Sunday supplements, there were no inserts to speak of. Preprinted advertising arrived at newspapers wound on a roll and was run as part of the regular edition.

In fact, from a technological standpoint, the newspaper business was stagnant from 1900 to 1960, says William D. Rinehart, ANPA vice president/technical. Since then, though, there has been what he calls a "technological explosion"—and it has not abated.

This "explosion" is mirrored in the evolution of ANPA's annual trade show, where manufacturers of newspaper equipment display their products to newspaper personnel.

The show in 1958, when it was known as the ANPA Mechanical Conference, drew 56 vendors and 522 potential buyers to Atlantic City. Last year's 56th annual program, now called the ANPA Operations Management Conference & Exposition, attracted 215 exhibitors and about 11,000 people to Atlanta. Both the name change and the larger numbers are indicative of the vast technological changes the newspaper business has experienced.

The bulk of the attendees at the 1958 Conference held titles such as mechanical, pressroom or stereotype superintendent, and they were responsible for purchasing production machinery. But "the mechanical superintendent is gone," observes D. Tennant Bryan, board chairman of Richmond Newspapers Inc. and a 1958 Conference attendee. "He used to be the one who made the equipment [purchase] decisions."

Today, nearly every major newspaper has a vice president or director of operations whose equipment-purchasing responsibilities extend beyond production—into the newsroom and advertising department, for instance. Systems editors and database managers, non-existent titles in 1958, are also frequent Exposition-goers today.

Perhaps most telling are the indicators of top-level management involvement in equipment evaluations and purchases. Seven publishers and two editors attended the 1958 Conference and none of the attendees held the title of company president. Last year's show drew more than 175 publishers, 40 editors and 360 presidents of newspaper companies.

—Paul Kruglinski

1962 Mark II Headliner reels, tensions and pasters from Dow Jones' White Oak, Md., facility. The plan also involved a used folder.

"The Goss proposal was just over $3 million," says Hitchman, "but [it] gave us new units for $2-million less than a new press price. There was exchange of dollars within the company for the folder and reels, but the real cost for the company was the freight and refurbishing."

Knight-Ridder Newspapers Inc. was also able to recycle used equipment from one facility and use it for M.A.N-Roland replacement offset units at The Bradenton [Fla.] Herald.

According to Larry Marbert, director of construction and mechanical systems for the group, the entire substructure under the new press units—the reels, transfer tables, bedplates and support columns—had been used at the company's papers in St. Paul, Minn.

Knight-Ridder also found, through a Publishers Equipment Corp. press conversion at the Pasadena [Calif.] Star-News, that "PEC had a press conversion method at a price far below that of purchasing a new offset press," according to Joseph R. Nay, now director of operations at Post-Tribune Publishing in Gary, Ind.

In the ensuing equipment exchange, Knight-Ridder had PEC convert a Goss Mark II letterpress line stored in Lexington, Ky., to offset; it was then installed at the Post-Tribune. In turn, the Post-Tribune's old letterpress presses were shipped to the Philadelphia Inquirer and Daily News.

Conversion of the Lexington letterpress line to offset and the installation of PEC Eagle color units were designed to allow the Gary paper to print its own comics and handle some outside commercial work.

Gannett Co. also chose PEC for the installation at a USA Today printing site at San Bernardino, Calif. According to Jonathan Markey, president and chief executive officer of Gannett Offset, the firm looked at the availability of idle letterpress equipment, the cost of conversion versus purchasing new offset equipment, and the need for a USA Today printing site in Southern California.

"With the lead times involved," Markey says, "we didn't feel we could get a Metro installed quickly enough. So we elected to make a conversion rather than go out and buy new iron."

Gannett opted to have the conversion done in a warehouse rather than a pressroom, Markey says. This expedited the conversion process and gave Gannett more control over it.

Markey reports the conversion units outperform existing USA Today printing presses, although he is at a loss to explain why.

The prospect of covering the 1984 Olympic Summer Games forced the Los Angeles Times three years ago to pursue a press conversion with Smith/LOC, which involved converting letterpress units that had been used by Newsday, another Times Mirror Co. daily. Charles J. Morrow, the Times' director of production, says the LOC system works well. Nevertheless, he is no fan of used equipment. "I'll take new presses every time," Morrow says, for the same reason he would prefer a new car to a used one.

The pressures on the mailroom have also swelled the ranks of vendors making or "remanufacturing" newspaper mailroom equipment. Newspaper Mailroom Systems is the most notable such company.

Also reconditioning mailroom equipment for newspapers are firms such as Automated Mailing Systems Inc., a Dallas-based manufacturer of labeling and quarterfolding equipment, which once were primarily vendors to the Postal Service and direct mailers. "We get our business from both [newspapers and the traditional mail industry] now," says Scott Helsley, vice president of AMS. Mailroom equipment reconditioned by AMS can cost up to 60 percent less than the same new equipment, he says.

Frequently, the reason a newspaper selects used equipment has more to do with availability than price. As with presses, mailroom equipment takes considerable time to produce, Helsley says, but a newspaper may be able to acquire the device it needs

on the used market almost immediately.

While pressroom and mailroom equipment can readily be upgraded and resold, such is not the case with front ends. Technological advances move at such a pace that a newer system can vastly outperform an existing system, even though the new system typically costs considerably less than the old one.

Growth is the most frequently cited reason for acquiring a new system, but another important factor is the unavailability of parts for systems no longer being manufactured.

The Seattle Times recently faced this latter situation, aggravated by increased demand because of the paper's growth. Its decision was to buy a new Atex system and merge it temporarily with the paper's aging Hendrix system for which parts were no longer available.

The paper achieved a limited upgrading of the Hendrix equipment that added "about three years of life to the system," according to Paul E. Doyle, the Times' management services manager. This entailed cannibalizing some Hendrix equipment to replace defective parts elsewhere in the system.

Despite the paper's gum-and-paper-clip endeavor to keep the Hendrix going, it will soon be selling the archaic system piecemeal to others who are trying to keep their Hendrix systems productive.

The inflexibility of the old Hendrix system has convinced Doyle of the importance of having a system that can grow with a newspaper's needs and can change to take advantage of advances in the development of advertising packages.

"That's why we chose the Atex system," he says, "because it held out the promise of future growth. The trauma of change is such that I don't think [newspapers] want to change systems that often."

Growth, or the ability to upgrade, is an important factor to consider when buying any used equipment, but particularly when purchasing used typesetters, according to Michael K. Lambert, sales manager for Atlantic Graphic Systems Inc., a firm that specializes in used equipment.

Used typesetters are economically attractive alternatives to new equipment for smaller dailies and weeklies, says Lambert, so long as buyers are aware of the limitations of used equipment.

A used typesetter that is still being manufactured can sell for about 20-percent below list price on the used-equipment market, while a device that is no longer made can sell for 60-percent below the retail price at which it was first sold. Potential problems arise with used typesetters, Lambert points out, if the manufacturer is no longer marketing the device. Depending on state laws and federal warranty regulations, manufacturers must maintain parts supplies for a specific period of time. Thus the useful life of the device depends on when the maker stops supplying parts for it.

Lambert recommends that newspapers looking at used typesetters be aware of when the manufacturer ceased making the device and whether state laws or regulations might require the manufacturer to maintain an inventory of used parts.

Although the Federal Trade Commission does not regulate spare parts for used equipment, FTC attorney Robert J. Hughes says manufacturers are required by warranty law to maintain spare parts. Hughes also recommends that in addition to determining state laws and regulations on spare parts, newspapers contact the appropriate vendors' association to ascertain whether it has policies on parts inventories.

Lambert also says newspapers should expect little if any support with training programs from firms that have ceased making a particular typesetter. But if a newspaper can live with those restrictions, he says, a used typesetter can be a good buy.

Another route some newspapers have taken with their older systems is to convert them to terminals for the classified department. Barring that, the paper can always try to donate the equipment to a school or charity and write off the donation against taxes.

Although donating the system, after a third-party evaluation, may net a paper more via a tax write-off than it would get by selling the device, caution is needed in either transaction.

In many such cases, notes Doyle of The Seattle Times, "You're passing along a problem that can't be fixed." For that reason, financial officers for newspapers recommend that systems that are either donated to non-profit institutions or sold on the used market be disposed of "as is," with the recipient assuming all responsibility for repair and maintenance.

Newspaper groups have the advantage of being able to recycle older systems from their larger papers to the smaller ones, and they also have the purchasing power of a de facto co-operative when negotiating with vendors for front-end purchases.

For instance, four dailies owned by McClatchy Newspapers were in one stage or another of needing new front ends. The company decided to get new systems for them.

Although each paper had its own evaluation team and gave "mixed recommendations," says McClatchy Vice President Potts, the recommendations were pooled to decide on a single vendor for all four papers, with Systems Integrators Inc. nudging out Atex in the end. Then the company shipped the systems replaced at those papers to four of its smaller papers.

The leasing option. Some newspapers have avoided the problem of obsolescence by leasing their front-end systems, typesetters and other equipment.

According to Edgar E. Jackson, president of LFC Lessors Inc. of Woburn, Mass., there are two main types of leases—operating leases and finance leases.

In an operating lease situation, the lessee usually does not have the option to purchase the equipment. With such a lease, "newspapers are hedging against the obsolescence of the equipment, but they are also giving up their equity in the equipment," Jackson notes.

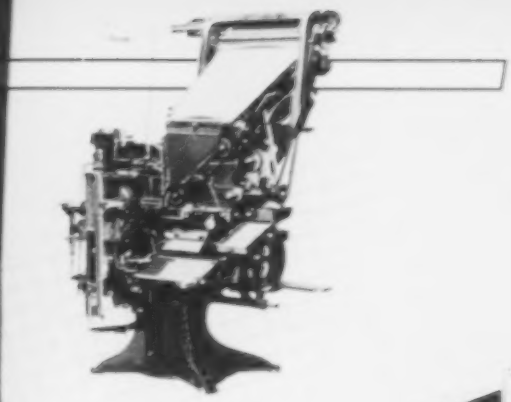
If a newspaper is looking to extend its credit line, Jackson notes, then a finance lease would be a sound way for a newspaper to move up to newer equipment. "People are always looking for other lines of credit," he says. "A finance lease is another source of financing." And the lessee can exercise the option to buy the equipment upon expiration of the lease.

The Times of Kettering, Ohio, spent seven months evaluating its options among five vendors before deciding to lease a front-end system from Mycro-Tek. Publisher James M. Striplin says the decision to go with Mycro-Tek was based on the system's design for smaller newspapers, the ease and efficiency of operation, and cost. If The Times so chooses, it can elect to buy the system eventually.

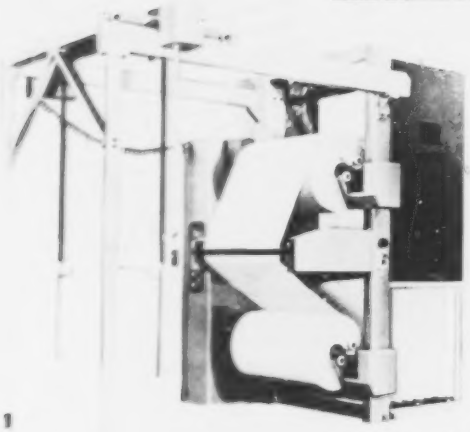
"From a cash-flow standpoint, it made economic sense to us," says Striplin. "We chose to put our dollars elsewhere. And we can upgrade to advanced equipment without having to [resell or donate] the front end."

The most frequently leased types of equipment for newspapers, though, are copying machines and other business machines.

As with other electronic technologies, copying machines are improving at such a rapid rate that it is impractical to purchase them, according to William Stina, manager of purchasing/newsprint for The New York Times. Moreover, leasing eliminates the headaches that accompany ownership.



Some systems are too small or too large for newspaper needs, or have not stood the test of time.



"When you own the equipment, you're behind the eight ball," Stina points out. But if the vendor is responsible for maintenance, he says, "they're in danger of not having their contract renewed if they don't keep the equipment working."

While personal computers may seem like good candidates for lease agreements, given their swift technological advances, high leasing costs still make purchasing them a better way to go.

"Leasing companies are leasing personal computers at such an exorbitant cost that you might as well buy them," observes Larry Hall, purchasing manager for the Los Angeles Times. "Why spend the money and not have anything in the end?"

Finances, taxes, contracts. While leasing equipment may prove to be a frugal way to finance some new or used equipment, newspapers still use traditional funding methods for the big-ticket items.

According to C. Edward Hege, chairman of the U.S. Taxation Committee of the International Newspaper Financial Executives, newspapers finance their equipment purchases in three primary ways:

- Through the accumulation of money in a "sinking fund" earmarked for future equipment purchases
- From local banks and other lending institutions
- By making financing arrangements with the vendor from which they are buying the equipment.

Hege, a partner in the accounting firm of KMG Main Hurdman in Philadelphia, says that within some newspaper groups, individual papers contribute their excess profits to a corporate cash management plan. When they need equipment, the papers "borrow" the money from the parent organization. This way, Hege points out, less paperwork is involved in the bookkeeping.

Accruing profits for the eventual purchase of equipment can present tax problems for newspapers, according to Phillip M. Kane, controller for Knight-Ridder Newspapers.

While privately held newspapers are more vulnerable to "excess profits" investigations, Kane says public corporations also should be aware of tax implications of sinking funds. "Whether you're a family-owned newspaper or a newspaper group," Kane notes, "you should check out the tax consequences with your tax accountant."

Newspapers planning equipment purchases also should be aware of changes in the tax laws precipated by the Economic Recovery Act of 1981, Hege says. They provide a one-time tax credit of 10 percent of the equipment's cost and accelerated depreciation schedules.

While investment tax credits and depreciation are not variables in and of themselves in purchasing decisions, Hege says "you would want to know about them in terms of figuring your cash-flow situation."

Because the investment credit "offsets taxes dollar for dollar," Hege says newspapers should pay particular attention to it. On a $10-million press purchase, for instance, the credit would be $1 million, or a significant down payment on the press.

As for depreciation, the accelerated cost recovery schedule meant lowering the "useful life" of the equipment from 12-to-15 years to five years.

Between the investment credit and ACRS, Hege points out, the negative cash flow in the example of a $10-million press would be 40 percent, or $4 million.

However, proposed tax-law changes call for scaling back accelerated depreciation and scrapping the investment tax credit.

Another essential element of equipment purchases is the sticky matter of drawing up a workable contract between the newspaper and the vendor. While a service contract may suffice for a copying machine, systems that are complex and sophisticated warrant greater legal attention.

With that in mind, in 1980 ANPA published "Purchase Contract Negotiations and Language Guidelines," a booklet that details what a newspaper should be thinking about, legally, when planning an equipment purchase.

According to the publication, the purchasing process is divided into four general phases: Selection of the equipment necessary for performing the desired task, negotiations with the supplier over terms of the sale, embodiment of the terms of the sale into a written agreement and performance of terms of the agreement by seller and newspaper.

Single copies of the publication are available from ANPA's Legal Department at The Newspaper Center.

Despite this advice and other kinds of help newspapers can receive on the matter of buying equipment, the process is still an adventure that's getting more adventuresome. And the technological maelstrom can blur a buyer's good judgment.

"A lot of people are being led down blind alleys," says Plangere of the Asbury Park Press. Frequently, he continues, newspapers are purchasing systems that are too small or too large for their needs, or that have not yet stood the test of time.

As Robert R. Brooks, Dow Jones manager/special projects, points out about equipment decisions: "You hope you hit it right more times than you hit it wrong." □

John Hughes

Crossing the fence one more time

AP

BY MARGARET GENOVESE
presstime staff writer

To be a good government press spokesman, one veteran Washington correspondent recently observed, "You have to do the impossible: please your boss and still keep the press at least moderately happy."

Apparently, John Hughes did the impossible.

In January, as he left the job of deputy assistant secretary of state for public affairs to resume the life of a Massachusetts newspaper owner, Hughes received plaudits from both sides of the briefing podium.

"He was an excellent spokesman," says Bernard Gwertzman, diplomatic correspondent for The New York Times. "He was fortunate in having a good working relationship with the secretary of state, who permitted him access to everything that was going on. So, not only was he a good public spokesman for the department, but in private, which is what I think is more important, he was able to speak with confidence about some of the more delicate foreign-policy questions."

Hughes describes his State Department role as "a rare opportunity," and "exciting and demanding."

"I had covered foreign news a great deal as a correspondent," says Hughes, who won the Pulitzer Prize in 1967 for international reporting for The Christian Science Monitor. "It was a very different perspective to sit very close to the secretary of state and be in on his meetings, read his cables, and see the creation and management of foreign policy from really the inside for a while."

Nonetheless, it is back to newspapering for the 54-year-old Hughes, who has returned to Hughes Newspapers Inc., the group of weekly publications on Cape Cod that he began assembling in the 1970s. He also will write a twice-weekly, syndicated column for the Monitor, starting this month.

His sojourn in Washington was Hughes' only deviation from journalism.

Born in South Wales and raised near London, he became a journalist at age 16 when his family moved to South Africa, a country he says his father "fell in love with" while serving in Britain's 8th Army during World War II.

This man who writes and speaks with such erudition, who has edited the Monitor, explained so well the intricate details of the country's foreign policy to the nation and the world, and headed the American Society of Newspaper Editors (1978), never graduated from college. His only diploma is from an English high school, only coincidentally named Stationers' and Newspapermakers' School. It didn't even teach journalism, he notes.

After several years of newspaper work in South Africa and London, Hughes, a Christian Scientist, came to the United States in 1954 and went to work for the Monitor. A year later, he was back in Africa as the paper's Africa correspondent.

In 1962, after a year as a Nieman fellow at Harvard, he was named the Monitor's foreign editor. Two years later, he became its Far East correspondent and subsequently won the Pulitzer for his coverage of the political upheaval in Indonesia.

In 1970, he returned to Boston headquarters to become the paper's managing editor. Within months, he became editor and later got the added title of manager.

But like many editors, Hughes had a dream of owning his own newspaper. In 1977, he and his wife, Libby, realized that dream and bought the Cape Cod Oracle, a weekly in Orleans, Mass., whose circulation fluctuates between 7,500 and 12,000, depending on the season. He left the Monitor in 1979 to run the newspaper. He soon started another weekly in a nearby town and bought a third. Today, the company owns five publications and has a part ownership in another.

As editor and publisher, Hughes was very much hands-on, says Oracle General Manager Glen Dwinnels, former editorial business manager of the Monitor who left there to help his boss run the new company. Dwinnels says Hughes "made up the front page routinely, saw most of the copy before it was in the paper and was a frequent visitor to the composing room" during production.

It was in 1981 that Hughes received the call to government service, or, as he puts it, "Some folks in Washington suggested that it might be time to do my bit for the United States government."

"At first," he says, "I replied I thought it was a lunatic idea." But he talked to Charles Z. Wick, director of the United States Information Agency, anyway, and decided the job—operating the agency's program division—would be an interesting one. And, "not to sound too maudlin," he thought it would be "a way of paying back" his adopted country, which had made him personally happy and financially comfortable.

He had been at USIA less than a year when he accepted the position of director of the Voice of America. In July 1982, when George P. Shultz became secretary of state, he asked Hughes to join him.

Because of his background and his high-profile performance in Washington, Hughes has been offered—and turned down—a $300,000-a-year job in public relations, the editorship of "a major newspaper" and the ambassadorship to a "large friendly country." The decision to decline the latter offer was a family one. "Our feeling is we don't want to live overseas at this particular time," he explains. Daughter Wendy, 21, and son Mark, 19, are college students.

Options he is still considering include a book—he is the author of two already—and "various projects" at journalism schools.

Meanwhile, he expects his new writing chores will keep him busy. He hopes to alternate between columns that are "fairly hard" on foreign or domestic topics and columns that are "rather more reflective. . .even humorous at times."

People who have worked closely with Hughes say he is a blend of those characteristics—demanding and serious about his work, but also charming and witty—a man with a twinkle in his eye.

"John is a very serious person, in the sense that he takes the issues seriously," observes Alan D. Romberg, who was Hughes' deputy at State. "But at the same time, he is a delightful guy, who has a very irreverent sense of humor, who didn't take himself so seriously that ego got in the way of his relationships either with government officials or the press." □

Unenforced codes of ethics invite court action by critics of the press

BY LOUIS M. KOHLMEIER JR.

There is something unethical about press ethics. Journalists talk endlessly about ethics. But our ubiquitous codes of ethics seem mostly unenforced and largely unenforceable, and for good reason. The reason was well stated by Katharine Graham of The Washington Post Co.: "The minute we begin to define, codify and standardize the rights and obligations of the press, we begin to limit those rights and obligations." First Amendment lawyers warn more specifically that codes of ethics are written invitations to press critics to seek enforcement in the courts.

That warning now is coming to pass in the press cases brought by the Securities and Exchange Commission, and now is the time for the press to admit and confront its ethics dilemma.

In a sense, the SEC cases are narrow. They involve business and financial journalism, the only kind of journalism of interest to the SEC. But the cases involve blatantly unethical practices. The most publicized case involves a Wall Street Journal reporter, R. Foster Winans, who with co-conspirators used his Journal position to garner stock-market profits allegedly amounting to $900,000. Winans admitted to grossly unethical conduct and was fired. The SEC's half-dozen other cases were brought against publishers of relatively small newsletters and periodicals offering investment advice to subscribers. The SEC also charged fraud in each of those cases.

The conduct of the defendants in all the cases appears indefensible, but for the First Amendment. The SEC is lawfully responsible for the integrity of the nation's securities markets, and it charges the defendants with breaching that integrity.

Are journalists then protected by the First Amendment when they engage in conduct for which others would suffer the wrath of the law? The answer, according to John M. Fedders, director of the SEC's Division of Enforcement, is, "The First Amendment does not convey a right to journalists to commit securities fraud."

Louis M. Kohlmeier Jr.

The question itself is untenable in terms of journalistic ethics and press credibility. The answer will have the force of constitutional law when it is handed down by the courts and ultimately the Supreme Court.

The SEC is quite aware of the First Amendment. At a recent American University seminar, Fedders said of the press cases, "This is delicate stuff!" The cases are constitutionally so delicate that Fedders insisted the SEC harbors no hostility toward the press. Indeed, he said, he himself had studied journalism at Marquette University, and "I maintain my membership in the Society of Professional Journalists, Sigma Delta Chi."

The securities laws themselves acknowledge the delicacy. The law under which the SEC is prosecuting its newsletter cases exempts "the publisher of any bona fide newspapers. . . ." The SEC argues the newsletters are not bona fide, and therefore are subject to a regulatory scheme amounting to prior restraint. The Wall Street Journal clearly is exempt, and the SEC has come up with the theory that Winans had fiduciary obligations to the Journal and its readers that are enforceable by an agency of government. The Journal's written standards of ethics are by implication incorporated in the SEC's novel theory.

Presumably the SEC is not hostile toward the press and is not trying to create precedent that press critics could use to enlarge government regulation beyond business and financial journalism. But Milton V. Freeman, a Washington lawyer who once worked for the SEC, asserted at the American University seminar that, "If you say this is fraud within the securities statute . . . if you give the federal government power to inquire whether an employee is loyal to the newspaper . . . you have put the federal camel into your tent, and the federal government has thousands of ways in which it can abuse its power."

Perhaps Freeman's fears are overdrawn. But there are dozens of government agencies interested in virtually all kinds of reporting, and press codes of ethics are not limited to business and financial journalism.

No one knows the extent to which reporters unethically use their positions for personal gain in the stock market, on the lecture circuit, or in the political arena. The codes are too obtuse, the conduct too nebulous. I know only that the press is inclined to view the Winans case and its other recent scandals as isolated incidents resulting from the conduct of a few bad apples. That view may be comforting, but it is in my opinion unwise.

If journalism is a profession, the press arguably cannot do without codes of ethics. But the press also cannot do with unenforced codes of ethics that tax press credibility and may tax the First Amendment. □

Kohlmeier, a Washington, D.C.-based author and editor, is the director of The National Center for Business and Economic Communication at The American University there. He won the Pulitzer Prize for national reporting as a reporter for The Wall Street Journal and the National Headliners Club award while with the St. Louis Globe-Democrat.

COURTS

Another shopper sues over TMC plan

A Nebraska shopper publisher has sued two daily newspaper companies, alleging antitrust violations in connection with their total-market-coverage programs.

In other antitrust developments, a U.S. District Court judge reversed an earlier decision and refused to bar distribution of the TMC products of two Arizona dailies. And a Maine daily newspaper publisher filed a countersuit against a shopper.

In the Nebraska case, Platte Valley Marketing Inc. of North Platte filed its suit Jan. 10 in U.S. District Court in Lincoln against Western Publishing Co., publisher of the North Platte Telegraph, and its wholly owned subsidiary, Star-Herald Publishing Co., publisher of the Scottsbluff (Neb.) Star-Herald.

James C. Seacrest, president of Western Publishing, who also is named in the suit, had no comment. However, James R. Oates, general manager of the North Platte daily, was quoted in the paper as saying Western will file an answer denying all allegations.

In Arizona, Judge William D. Browning Jan. 8 refused to grant the permanent injunction sought by the Green Valley News and Sun to stop distribution in Green Valley of the TMC products of the Arizona Daily Star and the Tucson Citizen.

Browning said there was no threat of injury to the plaintiff because the Tucson dailies' TMC publications did not routinely contain preprinted advertising inserts, as he had believed when he granted a temporary injunction last September [presstime, Oct. 1984, p. 45].

He also said that because the publications do not carry inserts, they are not "shopping newspapers" outside the scope of the Newspaper Preservation Act, as he had previously found.

Without the preprints, the four-page "jackets" are "newspaper publications" and qualify for the act's antitrust exemption, Browning said.

In Maine, Guy Gannett Publishing Co., publisher of Portland's two dailies, filed a countersuit in U.S. District Court charging The Smart Shopper Inc. with using an antitrust lawsuit to force Guy Gannett to buy the shopper at an inflated price [presstime, Dec. 1984, p. 32]. Smart Shopper Jan. 21 filed a motion seeking to have the counterclaim dismissed. □

Supreme Court denies review of libel cases

The U.S. Supreme Court in January refused to review two cases involving newspapers but heard oral argument in a case involving a financial newsletter.

On Jan. 14, the court denied review of:

- *Gannett v. DeRoburt*, letting stand a 9th U.S. Circuit Court of Appeals ruling sending back to U.S. District Court in Hawaii a libel suit brought against Gannett Co.'s Pacific Daily News in Guam by the president of a Pacific island nation. The lower court had dismissed the suit, citing the act-of-state doctrine, which says courts cannot decide cases in which the foreign policy of a country is central.
- *Oak Beach Inn v. Babylon Beacon*, letting stand a New York Court of Appeals ruling that The Beacon of Babylon, N.Y., does not have to reveal the identity of the author of a letter to the editor in order to defend itself in a libel case. The weekly refused to disclose the name, claiming state shield-law protection.

On Jan. 7, the court heard oral argument in *Securities and Exchange Commission v. Lowe*, a case which raises the question of whether the SEC may stop publication of a financial newsletter [presstime, Nov. 1984, p. 33]. □

Time magazine prevails in Sharon libel trial

After 11 days of deliberation, a federal jury Jan. 24 found Time magazine did not libel former Israeli Defense Minister Ariel Sharon in a 1983 cover story about the massacre of Palestinian refugees.

Although the jury found that the paragraph in dispute in the $50-million libel action was false and that Sharon had been defamed by it, it found Time had not acted with the knowledge that the information was false or with reckless disregard for whether it was true.

The three determinations were made—and announced—separately by the jury, an unusual occurrence in a libel trial. Usually, a jury is instructed on the various elements of the law and asked to come back with a single determination for or against the defendant.

The segmented verdict holds potential benefits and drawbacks for the press in libel defense, said W. Terry Maguire, ANPA vice president and general counsel. "It's good from the standpoint of potentially reducing the risk of large libel judgments in cases brought by public figures," he said.

Juries will be less likely to find against the press when they are required to consider the constitutional question of whether publication occurred with actual malice separate from the questions of truth and defamation, he explained.

On the other hand, Maguire said, it may "increase the frequency, length and ultimately the expense of libel trials."

The disputed paragraph in the Sharon-Time case referred to an appendix to the report of an Israeli commission that investigated the massacre. The paragraph said Time had learned the appendix contained information on a meeting Sharon had with the family of slain Lebanese President-elect Bashir Gemayel. And it said Sharon reportedly had discussed with them the need to take revenge for the assassination.

Sharon denied he discussed revenge with the Gemayels.

ANPA Chairman and President Richard J.V. Johnson said although there may be further developments or appeals in the case "at the moment, I think we could say the decision that Gen. Sharon was not libeled shows that with a meticulous judge and conscientious jury America's libel laws work." □

COURT BRIEFS

• The National Enquirer and Carol Burnett **agreed to a settlement** of an undisclosed amount in the comedienne's libel case against the tabloid.

The settlement has no effect on the $100,000 grants Burnett gave to two universities to further the study of journalism ethics following an initial 1981 jury verdict awarding her $1.6 million [presstime, March 1984, p. 31].

• The California Supreme Court ruled 6-1 that **preliminary hearings** in criminal cases must be closed if there is a "reasonable likelihood" of harm to the defendant's right to a fair trial. The Press-Enterprise of Riverside argued for a showing of a "substantial probability" of harm.

The newspaper, seeking to obtain transcripts from a closed hearing, is considering an appeal to the U.S. Supreme Court.

• A South Carolina court ruled that a city's **special gross-receipts tax schedule** for daily newspapers is unconstitutional.

Court of Common Pleas Judge J. Woodrow Lewis ordered the city of Florence to refund $7,135.80 to the Florence Morning News. The sum is the difference between what the newspaper paid under the daily newspaper classification and what it would have paid if it had been classified as a manufacturer. The city has filed notice of appeal.

• A Los Angeles Superior Court judge has ruled that E.W. Scripps Co. may pursue its **$1.1-million libel countersuit** against Victor Guy Ninio. The ruling by Judge Charles E. Jones came on a motion by Ninio to dismiss the countersuit.

Ninio sued Scripps in 1980 over stories in The Cincinnati Post, a Scripps-Howard newspaper. The articles were critical of his conduct as the operator of an ambulance company that contracted to provide service at a rock concert at which 11 people were killed. Scripps has charged that although Ninio has admitted that the stories were accurate, he persists in his libel suit as a way to "silence" further coverage.

LEGISLATION

Committee chairs change hands

As the 99th Congress began its work in January, changes were made in the chairmanships of two Senate committees whose work is of interest to the press:

• Sen. Bob Packwood (R-Ore.) gave up the chairmanship of the Commerce Committee to chair the Finance Committee. However, Packwood retains his seat on Commerce and will chair one of its subcommittees. On Jan. 31, Packwood received the Society of Professional Journalists, Sigma Delta Chi's First Amendment Award in recognition of his support of free speech, including his continuing efforts to remove government content restrictions on broadcasters.

The Commerce Committee has jurisdiction over that and other broadcasting issues. Sen. John C. Danforth (R-Mo.) is its new chairman.

• Sen. David F. Durenberger (R-Minn.) succeeded Sen. Barry M. Goldwater (R-Ariz.) as chairman of the Select Committee on Intelligence. The committee has oversight of intelligence activities and has been the scene of battles over freedom-of-information issues.

Of the 50 new members of Congress, only one has a newspaper background, according to Congressional Quarterly magazine. Rep. Helen Delich Bentley (R-Md.) is a former reporter and editor for The Baltimore Sun and also worked for the Lewiston (Idaho) Morning Tribune.

Of the entire 535-member Congress, 29 members have journalism backgrounds, with 17 of them known to have worked in the print media, according to CQ. □

Cigarette ad ban urged

The National Advisory Council on Drug Abuse Jan. 23 called for legislation prohibiting all advertising and promotion of cigarettes.

Specifically, the council recommended a ban on cigarette ads in newspapers and magazines, on billboards, and at concerts and sports events. It also urged an end to cigarette-company sponsorship of concerts and sports events and other promotional activities. Broadcast advertising of cigarettes already is prohibited by law.

In 1984, Congress approved changes in the health warning required in cigarette advertising to make it larger and more specific as to the health hazards associated with smoking [presstime, Nov. 1984, p. 33]. □

REGULATIONS

ANPA study shows good safety record

Newspapers responding to an ANPA survey reported far better accident and illness records than are reflected in federal government statistics for newspapers.

The 534 U.S. newspapers returning the ANPA Accident Reporting System questionnaires reported an average of 2.71 incidents of employee accident and illness per 100 full-time employees in 1983.

The ANPA questionnaire is patterned after one that the Occupational Safety and Health Administration requires of employers of more than 10 people. According to the U.S. Bureau of Labor Statistics, newspapers' responses to the OSHA form showed a 1983 accident and illness rate of 6.2 per 100 full-time employees. BLS said the rate for the printing and publishing industries overall was 6.6 per 100 workers.

Similarily, newspapers in the ANPA study reported an average of 1.21 incidents of lost work per 100 full-time workers due to accident and illness in 1983; BLS reported 2.8 for newspapers and 2.9 for printing and publishing.

The findings are significant because BLS data are used by the federal government in rating the risk involved in industries and by insurance companies in figuring rates. However, ANPA environmental experts cautioned that before any industry-wide conclusions can be drawn from the Association's study, more newspapers must participate in it.

Questionnaires seeking 1984 information have been mailed to the approximately 1,320 U.S. newspapers that are members of ANPA.

Bernadette Pogozelski, ANPA industrial hygienist, said one reason for the low rates in the initial ANPA survey could be a greater response from newspapers with good health and safety records [presstime, June 1984, p. 37].

Newspapers that participated in the initial study have been mailed information showing their accident, illness and lost work rates and the average rates for newspapers of similar size. Those with rates above the average were urged to look into the reasons. □

Free press under fire in 1984: killings, kidnappings, threats

Journalists, journalism and free speech itself continued to encounter serious challenges in 1984 in many countries, according to several groups that make annual assessments of press freedom.

Some observers warn that the dangers are not limited to Communist countries and developing Third World nations. They say free-press challenges are appearing with increasing frequency in democracies, including the United States.

"Free speech is a dying right," said Peter Galliner, director of the International Press Institute, in the London-based IPI's annual World Press Freedom Review.

AP

Newsweek's Barbara Morgan and AP's Reid Miller (second from left) listen to Nicaraguan rebel Pastora (left) moments before they were hurt in explosion.

Freedom House, an independent group that monitors civil and political rights, said 21 journalists were killed in 15 countries during the 12 months ending November 1984. There were 18 deaths in 10 countries in the year-earlier period, according to an update of 1983 figures. The report of 19 deaths in 1983, published in the February 1984 presstime [p. 7], was for the calendar year.]

Also in the January-February 1985 edition of Freedom at Issue magazine, Freedom House reported that in the recent 12-month period: four journalists in four countries received death threats, five in three countries were kidnapped, 72 in 27 countries were arrested while working, 22 were expelled for opposition to 14 governments, and 31 in 12 countries were "beaten, bombed or otherwise harassed." Those numbers, while appalling, were not appreciably higher than the previous year's.

In fact, aside from the increase in killings, 1984 was what Freedom House described as "a generally normal year for journalists" in the world. "In three-quarters of the nations the print and broadcast media were influenced, if not outrightly controlled, by governments. Foreign correspondents had their share of difficulties gaining visas to enter and report from closed societies." Censorship increased in 14 countries, declined in eight.

Of particular concern, said Executive Director Leonard Sussman, was the dramatic increase in instances of "special censorship": It went from 14 cases in nine countries to 82 in 19 countries. Sussman said these sporadic crackdowns "suggest a fragile relationship between governments and the press" even in countries with limited controls on the press.

Such episodes are "very effective" in reducing the incentive to pursue controversial stories, he observed, because they "raise the question: 'When will they do it again? Will I be next?'"

"The most impressive advances in freedom in 1984 were made in the Americas," the New York City-based organization reported, citing as an example the restoration of many press freedoms in Ar-

'Shoe' **By Jeff MacNelly**

YOU NEWSPAPER GUYS OUGHTA BE LOCKED UP!! YOU NEVER SAY ANYTHING NICE ABOUT AMERICA!!
LISTEN, BUDDY...
WE LIVE IN A COUNTRY WHERE JOURNALISTS AREN'T THROWN INTO JAIL FOR SAYING WHAT THEY THINK!!...
SEE?! THERE YOU GO AGAIN!!
MACNELLY
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gentina by the new civilian government.

But Freedom House also said progress in the Americas was offset by trouble in Africa. For example, Lateef Jakande, former IPI chairman and managing director and editor of The Nigerian Tribune, has been imprisoned since Dec. 31, 1983.

In a year-end review of its own, the Inter American Press Association offered a more pessimistic view of the state of press freedom in the Western Hemisphere. It termed 1984 "an Orwellian year for the press in the Americas."

IAPA deplored what it characterized as an increase in "subtle pressures to deny the people their right to know." They include restrictions on the importation of newsprint and other supplies.

IAPA, IPI and Freedom House took note of governmental actions to limit press freedom in democratic nations. "Even longstanding and stable democracies are not exempt from the corrupting power of the state," IAPA noted.

Examples of this trend cited by IPI were Reagan administration efforts to restrict use of the federal Freedom of Information Act and the refusal of British Prime Minister Thatcher's government to approve FOI legislation. In the United States, though, "vigilance and determination on the part of the news media succeeded in stemming efforts to restrict freedom of information," IPI commented.

The U.S. State Department's annual country-by-country report to Congress on human rights, including an analysis of press freedom, was scheduled for release in late January. —*Marcia Ruth*

Three U.S. journalists among 1984 victims

These U.S. journalists were killed or disappeared while working abroad in 1984:

- John Hoagland, a Newsweek photographer, who was caught in cross fire in March in El Salvador
- Linda Frazier, an American reporter for an English-language Costa Rican weekly, The Tico Times, who was killed May 30 when a bomb exploded during a jungle press conference with Nicaraguan rebel leaders
- Jeremy Levin, Beirut bureau chief for Cable News Network, missing since he was reported kidnapped in March. According to anonymous phone calls to Western news agencies, Levin and four other U.S. citizens were being held by a radical Lebanese group.

Center for Foreign Journalists to be located in Reston, Va.

A new Center for Foreign Journalists is now in the formative stages.

Primarily designed to train journalists from developing countries, the center is scheduled to open this fall, with headquarters at the American Press Institute building in Reston, Va.

The driving force behind the center is Thomas Winship, who retired as editor of The Boston Globe Jan. 1. A former president of the American Society of Newspaper Editors, Winship will be the center's president. He will devote his tenure as a fellow of the new Gannett Center for Media Studies, beginning this month, to developing the foreign journalists' program and seeking financial support.

Thomas Winship

George Krimsky

Funding will be "totally private," said George Krimsky, who is resigning as news editor of the World Service Division of the Associated Press to become the foreign-journalists center's executive director March 1.

Krimsky said most of the money will come from "media-related foundations." There is already enough on hand to finance preparatory work that will take several months, he added.

The center will offer two options to the more than 800 media-related people from Third World nations who visit the United States each year, Krimsky said.

For those affiliated with programs of about six weeks' to six months' duration, it will offer intensive workshops similiar to API's offerings for U.S. journalists.

For the bulk of the visiting journalists, whose short stay in the United States does not permit setting aside time for training, the center will operate as an information service, providing a wide range of assistance on both technical and news-related subjects.

As the center develops, there are also plans to train U.S. journalists who travel to Third World countries to instruct journalists in those countries.

The center also will develop a database, said Krimsky, that will include the extensive information on training programs in developing countries that he prepared for the second Talloires Conference in France in 1983 [presstime, Nov. 1983, p. 21].

In addition to President Winship and Executive Director Krimsky, the center staff is expected to consist of a director of training and a director of information services, as well as clerical support.

The Center for Foreign Journalists is the first tenant at the API building. It has no working connection with the institute. □

Host newspapers sought for Third World Journalists

The administrators of the Alfred Friendly Press Fellowships are seeking newspapers to host the 1985 group of Third World Journalists. The fellowships provide about six months in the United States, including about five months of work at a news organization, usually a newspaper.

Ten fellows will be selected from an estimated 100-plus applicants. The program will run from mid-May through the first week in November.

In 1984, the program's initial year, the nine fellows were from India, the Philippines, Singapore, Sri Lanka, Thailand, Turkey (two), Yugoslavia and Zambia. They ranged in age from 24 to 34 and had an average of six years' experience as print or broadcast journalists [presstime, Aug. 1984, p. 36].

For more information, contact David Nalle, executive director of the fellowship program, at the Washington, D.C., office of the Institute of International Education, 1400 K St. N.W., Washington, D.C. 20005; (202) 898-0605. □

ANPA studies Advo complaint on 2nd-class non-subscriber mail

ANPA in late January was still studying Advo-System Inc.'s complaint about the use of second-class mail for delivery of newspapers' non-subscriber publications. Whether the newspaper industry will respond had not been decided at press time.

Advo, saying this use of second-class constitutes "improper mailings," Dec. 28 asked the Postal Rate Commission to investigate rates charged for such mailings.

The commission followed by asking for comment on the practice from the U.S. Postal Service. The USPS reply was due in late January.

W. Terry Maguire, the Association's vice president/general counsel, said the distribution of "qualified issues of newspapers to non-subscribers is fully consistent with the requirements of second-class mail, provided more than half of the copies are paid for."

He said ANPA's position supporting a "strong and separate second-class mail classification is nearly a century old. . . . It is to the credit of this class of mail that it has been able to respond to the ever-changing needs of readers and advertisers without losing its essential characteristics."

Some newspaper publishers are mailing non-subscribers a special, weekly issue under second-class rates and delivering the same issue by carriers to subscribers, he explained.

But despite that "technical designation"—that the product is an "issue" of the regular newspaper—by publishers, Advo maintained that such a weekly product "has the characteristics of a 'section' of the regular daily newspaper issue. It should therefore pay third-class postal rates . . . because it is an 'incomplete copy' of the newspaper."

Alternatively, Advo said, a product sent to non-subscribers should be treated as a "separate publication" with eligibility for second-class judged independently of the regular, paid product.

The nation's largest direct-mail firm said the non-subscriber mail practice "obliterates the fundamental distinctions between second-class issues, sections, and separate publications, and undermines the integrity of the second-class mailing privilege."

Advo said the practice amounts to "federal taxpayers' subsidizing daily newspapers to compete for distribution of advertising circulars."

It argued that such a practice is an abuse that may jeopardize postal appropriations for preferred "in-county" second-class mail—a category relied on heavily by many smaller newspapers.

Advo suggested that the commission recommend an amendment to postal regulations to establish "objective tests for the determination of what is a legitimate issue of a second-class newspaper."

In analyzing Advo's complaint, ANPA Dec. 31 mailed executives of member newspapers a "postal alert" asking those using second-class mail for a non-subscriber program to notify the Association. Maguire in late January declined to discuss the number of newspapers reporting such a system, but he said he was impressed by the diversity of non-subscriber programs.

"What is obvious is that there is no one formula approach to what newspapers send to non-subscribers through the mails," he said. □

Association asks court to reverse rate decision

ANPA has asked the 2nd U.S. Circuit Court of Appeals to reverse the Dec. 12 decision on new postal rates that go into effect Feb. 17.

The new fees include relatively low rates for bulk, third-class mail.

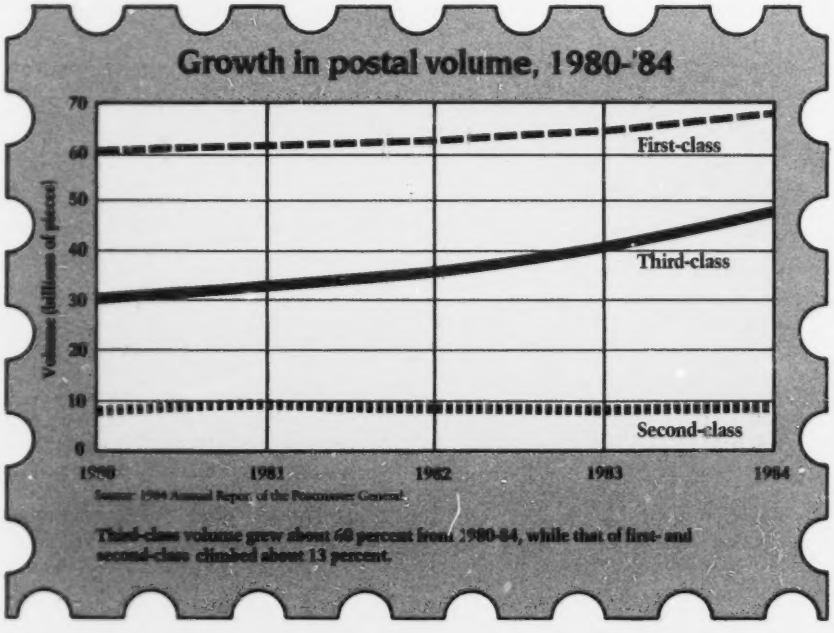
The Association, in two separate petitions, said the governors of the U.S. Postal Service made their decision based on insufficient evidence. It will argue that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of U.S. Postal Service institutional costs, or overhead.

The first of the petitions to the court was a notice of appeal in the rate case.

The second was a notice that the Association will intervene in an appeal filed earlier by the Direct Marketing Association [presstime, Jan. 1985, p. 48].

W. Terry Maguire, ANPA vice president/general counsel, said ANPA filed to become an intervenor in the DMA case to preserve its right to comment on it.

In late January, no schedule had been set for hearings or for filing briefs in the proceedings. □



2 appointed to rate-setting boards

As interest remains high over postal rates, there are some new key players among the organizations involved in setting those rates.

John N. Griesemer, a Springfield, Mo., businessman, was appointed by President Reagan to the U.S. Postal Service Board of Governors.

Griesemer, 55, is president of Griesemer Stone Co., General Warehouse Corp. and Springfield Ready Mix. He fills one of two vacancies on the board, with his term to expire in December 1986.

Bonnie Guiton, former vice president and general manager of Kaiser Center Inc., a subsidiary of Kaiser Aluminum & Chemical Corp. of Oakland, was appointed by Reagan to the Postal Rate Commission.

She succeeds Simeon M. Bright of Keyser, W. Va., for a term expiring in November 1988.

One vacancy remains on the Postal Rate Commission, which makes rate recommendations to the board of governors.

Both appointments are subject to Senate confirmation.

Also, the governors have appointed to the Postal Service's number-two position Jackie A. Strange, regional postmaster general for the 11-state Southern Postal Region. She was named deputy postmaster general, succeeding Jim Finch, who held the job since June 1983. □

Postal form revised

The U.S. Postal Service has redesigned the form that second-class mailers use to determine the amount of postage they owe.

The revised Form 3541, to be introduced when new postage rates become effective Feb. 17, accommodates a new discount for regular-rate mail entered at regional postal hubs known as "sectional center facilities."

It also accommodates a new discount allowed for regular-rate mail based on the percentage of editorial content.

For more information or assistance in using the revised form, contact the ANPA Legal Department at The Newspaper Center in Reston.

Electronic delivery of government releases expanding

The White House is not the only arm of the federal government that has made its press releases and other official pronouncements available in electronic form.

ITT Dialcom, which announced in December the availability of the White House News Service, said it also disseminates information from the departments of Agriculture and Labor, the Federal Emergency Management Agency, the Food and Drug Administration, the National Aeronautics and Space Administration, and the Army Reserve.

Access to Dialcom's Fednews database costs $35 an hour, with $25-a-month minimum usage required.

The White House Media Relations Office said it developed the White House News Service to get information to out-of-town news outlets quickly. Some members of the media suggested that the news service could be subject to White House abuse in that some of the information released might be highly political.

The international executive board of the Newspaper Guild passed a resolution calling on President Reagan to "recognize that a government-controlled news service is alien to the American tradition he habitually invokes" and to terminate the service. □

Citizen's Choice has good news for press

"In an era when the news media are blamed for just about everything except major natural disasters," they aren't doing so badly after all, concluded a report by a commission sponsored by the U.S. Chamber of Commerce.

In its coverage of news, "the press is responding to the invisible hand of public pressure," concluded The Citizen's Choice National Commission on Free and Responsible Media, composed of more than 30 Americans prominent in various professions, including journalism, which released results of its year-long study Jan. 18 [presstime, Feb. 1984, p. 15].

The report, based on information and opinion gathered primarily from seven hearings held across the country, explored issues that emerged as major concerns during the hearings—fairness, depth, privacy and bias. Copies are available from Citizen's Choice, 1615 H St. N.W., Washington, D.C. 20062; (202) 463-5452. □

Iowa newspapers no longer exempt from sales tax

An Iowa District Court judge has struck down newspapers' 14-year-old exemption from the state's retail sales tax. But because of the ramifications of his action, Judge A. Lavorato Jan. 16 issued a stay, pending further hearings in the case.

The Dec. 26 order came in a case initiated by the Des Moines Register and Tribune Co. challenging a 1983 state law that prohibited newspapers from obtaining refunds from the state's newsprint-and-ink tax. The Iowa law was enacted shortly after the U.S. Supreme Court found a similar tax in Minnesota unconstitutional [presstime, June 1983, p. 15].

In his ruling, Lavorato declared the law barring the refunds was unconstitutional.

He also ruled that Iowa's newsprint-and-ink tax was unconstitutional.

But, because the newsprint-and-ink tax was enacted in 1970 in a legislative package that also contained the newspaper exemption from the retail-sales tax, he ruled both the tax and the exemption must fall together.

Lavorato has scheduled another hearing in the case Feb. 13. Among the issues still to be decided are whether newspapers will get tax refunds or whether the money will be used to offset back sales taxes.

Meanwhile, in Texas, Attorney General Jim Mattox said imposition of that state's sales tax on newspaper subscriptions does not violate the U.S. Constitution.

Mattox's opinion had been requested by Comptroller Bob Bullock, an opponent of the tax [presstime, Nov. 1984, p. 56]. Newspaper subscriptions and single-copy sales became subject to the tax last year when the Texas Legislature repealed a seven-year exemption.

"The First Amendment does not prohibit all regulation of the press; there is no question that the states or the federal government can subject newspapers to generally applicable economic regulations without violating the Constitution," Mattox wrote in his Dec. 21 opinion.

Comparing the Texas tax with the Minnesota newsprint-and-ink tax that was outlawed because it singled out the press, Mattox said: "The Texas scheme of taxation . . . does not single out the press for special treatment. . . . Prior to the repeal, newspapers were singled out for special treatment; that is no longer the case." □

Editors, educators lament low starting salaries

The acting dean of the University of Tennessee's College of Communications, B. Kelly Leiter, sent four students to interview for a job at a small daily newspaper. "They came back and said: 'Well, I can't live on $165 a week,'" he recalled.

"A lot of students who are considering news-editorial don't feel they have an opportunity to become Yuppies," echoed Cortland Anderson, director of Ohio University's journalism school. "They can't aspire to all the things your news columns are pointing out all the time—how to 'make it' in the world."

The comments underscored the message Leiter, Anderson and other journalism educators imparted at a Jan. 18-19 meeting of the Education for Journalism Committee of the American Society of Newspaper Editors. That message: Low starting salaries present a serious obstacle to getting journalism students interested in newspaper careers. In addition, they said, newspapers have an "image" problem.

The purpose of the meeting in Nashville, attended by nearly 40 newspaper executives and journalism educators, was to examine whether newspapers are attracting the "best and brightest" young people to their newsrooms, and, if not, why not and what can be done about it.

Committee Chairman John Seigenthaler of The Tennesseean in Nashville said he felt a need for the examination after seeing a journalism-student profile developed by Ohio State University Professor Paul V. Peterson. According to that profile, the typical journalism student is not as interested in a career in newspapers as in other communications fields.

"Maybe we have been focusing so intensely on recruitment of minorities—and with not all that much success—that we've missed a broader problem," said Siegenthaler, The Tennesseean's editor, president and publisher. He recently served as ASNE Minorities Committee chairman and has been working to bring more minorities into the nation's newsrooms.

The Peterson profile is based on results of an annual survey of journalism school enrollments. Over the past 10 years, the percentage of journalism students in news-editorial sequences—which typically train students for newspaper work—has dropped from 50 percent to 23.5 percent, according to Peterson's latest study.

J.T. Phillips, The Tennessean

Donna H. Donovan of The Argus Leader in Sioux Falls, S.D., makes point as (from left) William L. McKeen of the University of Oklahoma, Harry L. Allen of Western Kentucky University and Seigenthaler listen.

Results were presented at the Nashville meeting, as were findings of another annual study that indicate there is no critical supply problem at this time.

The latter study, conducted by the Dow Jones Newspaper Fund, showed the available pool of news-editorial graduates is still greater than the available jobs. There continue to be one job for every 2.5 graduates who made an attempt to locate work at a newspaper or news service, the Fund said. (See story, p. 37.) It also said there wasn't any brain drain away from newspapers. Newspapers are still attracting their share of the A-students.

The survey shed some light on the question of pay, also, revealing that the median starting salary for 1984 J-school graduates joining daily newspapers was $230 a week ($11,960 a year). The median starting salary for graduates who found daily newspaper work in cities with more than 500,000 population was $270 a week; in cities with less than 20,000 population, $186.

The daily-newspaper median salary was lower than that for public relations, $290 a week ($15,000 a year), and advertising agencies, $255 a week ($12,600), but higher than broadcasting's $270 a week ($11,180 a year). For weekly newspapers, the median was $200 a week ($10,400).

Although the educators indicated that low starting pay was a serious problem in attracting students to newspaper staffs, at least one newspaper executive was not optimistic about the possibility of changing salaries by "fiat."

"We have fundamentally confirmed that the law of supply and demand is alive and well," said John C. Gardner, publisher of the Quad-City Times in Davenport, Iowa. "I think it is safe for us to assume it will continue to function and that we probably won't be terribly successful (in attempting to) artificially boost payrolls far beyond what the market, itself, says is necessary to pay."

However, Gardner said many newspapers' starting salaries are really "probationary" salaries, in effect for a matter of months while the beginning reporter is going through a tryout period. After that, pay escalates rapidly. Newspapers have to do a better job of explaining their salary structure, he said.

Also, the educators said newspapers' image suffers in comparison with other communication work. More attractive salaries is one reason students are gravitating toward other fields, said Arnold H. Ismach, associate professor at the University of Minnesota School of Journalism

and Mass Communication. "More attractive jobs" is another.

Ohio University's Anderson said part of the reason for the apparent disaffection of students with newspapers is their perception of how "important" newspaper work is. Television has done "a hell of a job" selling the idea that the public gets its news from television, he said, adding that newspapers have not done enough to combat that impression.

However, Reese Cleghorn, dean of the College of Journalism at the University of Maryland, said newspapers are not competing so much against the broadcast media as against other forms of written communication—advertising and public relations—where students sometimes perceive "better hours, better pay, better careers."

Other educators told of parental pressure on top journalism students to become lawyers instead of newspaper reporters, and of students' perceptions that newspapers are not the "wave of the future."

Among the suggestions made for correcting the image problem were more campus visits by newspaper professionals and changes in recruiting materials.

During the lively two-day discussion, Seigenthaler announced he will appoint a subcommittee of editors and educators to work on ways to improve recruiting. The subcommittee is expected to present a report at the April meeting of the News and Editorial Education Committee, made up of members of ASNE and the Association for Education in Journalism and Mass Communication, the national organization of journalism educators.

"The idea of self-promotion is abhorent to a lot of newspaper people," observed Joseph W. Shoquist, managing editor of the Milwaukee Journal, "but whatever prejudices we might have toward that sort of thing are old-fashioned. It's a competitive world out there."

—*Margaret Genovese*

J-school enrollments steady; more graduates find work

The annual study of journalism school enrollments indicates very little change from a year ago.

However, the yearly report on J-school placements shows the percentage of graduates finding media-related work increased by nearly 6 percent.

• *Enrollments.* Journalism school enrollments during the 1984-85 academic year continued a leveling trend, according to the latest study conducted by Professor Paul V. Peterson of Ohio State University.

Enrollments rose only a "negligible" 1.7 percent, Peterson said, in a comparison of 1984 and 1983 enrollments reported by schools with 500 or more journalism majors.

In addition, "virtually nothing" changed in terms of the makeup of the journalism student body, Peterson reported. The percentage of female students in 1984 was 59.2 percent, up from 57.4 the year before. The percentage of minorities was 8.15 percent, down fractionally from 8.19 last year. Black student enrollment declined from 5.9 percent to 5.6 percent, but Peterson noted that several historically black colleges that participated in the 1983 study did not return questionnaires in 1984.

In all, 180 schools reported a total of 78,856 journalism majors. Last year, 201 schools reported 86,531 majors [pressstime, Feb. 1984, p. 40].

• *Placements.* The annual Dow Jones Newspaper Fund placement study revealed that 55.8 percent of 1984 May/June graduates had found media-related work as of four months after graduation, compared with 50.1 in 1983.

The fund attributed the increase to "a significant change in the hiring pattern of minority journalism graduates." It said 54.4 percent of last year's minority graduates found media work, compared with 40.8 percent the year before.

Daily and weekly newspapers hired 16.5 percent of the minority graduates, the largest percentage of any media. However, the percentage of minority graduates hired by daily newspapers was down, from 16.1 percent in 1983 to 12.7 percent in 1984. Yet daily newspapers remained the largest single employer of minority graduates, the fund said.

Overall, daily and weekly newspapers and wire services hired 17.1 percent of the 1984 graduates, compared with 14.6 percent in 1983. Ad agencies were next, hiring 8.6 percent, up from 6.8 percent; public relations agencies and corporate public relations departments, 8.5 percent, up from 7.3 percent; television stations 5.4 percent, down from 5.9 percent; radio stations 5.2 percent, down from 6.2 percent; and magazines 2.8 percent, up from 1.9 percent.

Other media jobs accounted for another 8.2 percent, up from 7.5 percent in 1983. In addition, 25.1 percent took non-media jobs, 7.4 percent went to graduate or law schools, and 11.7 percent were unemployed. □

By the year 2000, 2 out of 3 Americans could be illiterate.
Volunteer Against Illiteracy.
The only degree you need is a degree of caring.

The Advertising Council introduced a public-service ad campaign aimed at creating awareness of the problem of adult illiteracy and recruiting volunteers to teach reading. Newspapers, magazines and broadcast stations are being asked to donate space and time for the ads.

NIE Conference May 15-17

The 1985 ANPA Foundation Newspaper in Education Conference will take place May 15-17 at Toronto's Park Plaza Hotel. Topics to be discussed range from bytes—using NIE in computer education programs—to baseball—using sports stories and statistics to teach geography.

The conference will be held in cooperation with the Canadian Daily Newspaper Publishers Association.

There will be two optional preconference sessions. One is designed to introduce the NIE concept to beginners, the other to help NIE veterans avoid burnout.

Registration fees are $280 for employees of newspapers and educational organizations, and $375 for employees of commercial firms that provide NIE materials and services. The fees cover all materials and four meals. Accommodations are extra.

For more information, contact Rose Ann Stormer of ANPA Foundation at The Newspaper Center in Reston. □

Education

Pacemaker winners named

Eleven student newspapers have been named winners of the 1983-84 Pacemaker awards, jointly sponsored by ANPA Foundation and college and high school press associations.

The winners were judged the best in overall content and appearance in the competitions that attracted 1,400 high school and 630 college entries from throughout the United States [presstime, Dec., 1983, p. 34].

Winners of the high school contest, cosponsored by the National Scholastic Press Association, are:

- The Epitaph, Homestead High School, Cupertino, Calif.
- U-High Midway, University High School, Chicago
- Echo, Glenbard East High School, Lombard, Ill.
- Blue and White, Tamaquah (Pa.) Area High School
- The Oracle, West Springfield High School, Springfield, Va.

Winners of the four-year and two-year college contests, cosponsored by the Associated Collegiate Press, are:

- The Channels, Santa Barbara (Calif.) City College
- The Ranger, San Antonio College
- Collegian, Kansas State University, Manhattan
- College Heights Herald, Western Kentucky University, Bowling Green
- The Daily Texan, University of Texas at Austin
- The Breeze, James Madison University, Harrisonburg, Va. □

Details available on exchange program

ANPA Foundation once again is sponsoring its Publisher-Professor Exchange Program.

The program involves visits by newspaper personnel to journalism schools and by journalism faculty members to newspapers.

The visits may be as short as one day or as long as a week or more, according to Judith D. Hines, vice president and director of the Foundation.

To facilitate the exchanges, the Foundation in December distributed a guide on how to arrange a visit, and it will compile lists of exchange candidates that it will share with newspapers and schools.

For further information, contact Hines at The Newspaper Center in Reston. □

News Research

Study suggests reasons for fluctuating readership

BY GUIDO H. STEMPEL III

A study by the Newspaper Advertising Bureau finds that there is considerable volatility in newspaper reading and subscribing. That may surprise many editors because circulation does not tend to fluctuate greatly from month to month. The usual assumption is that once someone becomes a subscriber, he or she remains a subscriber.

The NAB study was a national panel study involving three telephone interviews with 748 adults over 18 months. Respondents were between the ages of 25 and 44. NAB chose this group because it would not be "so unsettled as to be extremely difficult to trace, nor so settled that one would expect little change."

Respondents were asked if they had read a newspaper yesterday, if they subscribed to a newspaper and how many days a week they read a newspaper. In one or more of the interviews, 87 percent reported having read a newspaper yesterday, but only 54 percent reported all three times that they had read a newspaper the previous day.

In one or more of the interviews, 76 percent reported they were subscribing to a daily newspaper, but only 53 percent reported all three times that they were subscribers.

Eighty percent reported in one or more of the interviews that they read a newspaper four or five days a week, but only 60 percent reported such regular readership in all three interviews.

What accounts for this state of flux?

To some extent, television news does. For some individuals, watching television news replaces reading a newspaper. However, for others, it stimulates newspaper reading: The study found that 72 percent of frequent viewers of television news also were frequent newspaper readers.

The study also found that:

- When people change marital status or move, there is a much greater chance they will stop reading and subscribing to the newspaper. Such losses may be temporary.
- Time available is not a factor. While survey respondents often say they don't have time to read a newspaper, this study found that as people became busier they were more likely to become newspaper readers.
- News interest—the belief that the newspaper is the major source of local, national and international information—is the best assurance of continued newspaper reading. NAB suggests that newspapers emphasize the significance of their news content as a way of keeping subscribers.

Copies of the study report may be obtained from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

• • •

Newspapers may not be as hard to read as some readability studies have suggested. That's the conclusion of Ron F. Smith in a study published in the Summer 1984 issue of the Newspaper Research Journal.

Smith, assistant professor of communication at the University of Central Florida, bases his conclusion on a comparison of scores from several readability formulas. He found that the Flesch formula, the most widely used readability formula, produced substantially higher estimates of difficulty than another method, the Dale-Chall formula.

He analyzed news stories in three newspapers—The Orlando (Fla.) Sentinel, the St. Petersburg Times and The Washington Post. The Flesch formula indicated that all three papers were written at a level suitable for college students, which is to say above the level of the average reader. The Dale-Chall formula, however, put the three papers at a 10th- or 11th-grade level of difficulty.

The disparity in results reflects differences in the two formulas. While both consider the number of words per sentence, the Flesch formula uses the number of syllables per 100 words as a measure of vocabulary difficulty; the Dale-Chall formula uses the proportion of words not on a list of 3,000 common words as an indication of vocabulary difficulty.

Thus, the findings apparently mean that while newspapers tend to use multisyllabic words more than is desirable, they use common words.

The level of difficulty of the vocabulary apparently is appropriate.

On the other hand, there is at least a hint that we need to watch sentence length. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Speeches

Robert F. Erburu

Helen Thomas

Mike Wallace

Edward I. Koch

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

How Journalists and Lawyers Can Serve the Public
Allen H. Neuharth, chairman and chief executive officer, Gannett Co., Rosslyn, Va. Federal Bar Association annual convention, Baltimore, Sept. 21.

Journalistic Credibility and Survival
Robert F. Erburu, ANPA director, and president and chief executive officer, The Times Mirror Co., Los Angeles. Associated Press Managing Editors Association annual convention, Miami, Nov. 27.

Presidents and the Press—Past and Present
Helen Thomas, White House bureau chief, United Press International. National Press Club annual Fourth Estate Award dinner, Washington, D.C., Dec. 5.

The New Competitors
Kathleen Criner, ANPA director/telecommunications affairs, Reston, Va. ANPA Newsprint and Transportation Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Washington, D.C., Nov. 1.

Libel vs. an Attentive, Aggressive and Committed Media
Van Gordon Sauter, executive vice president, CBS/Broadcast Group. The National Center for Freedom of Information Studies, Loyola University, Chicago, Nov. 29.

Hope, Fear and Technology: Changing Prospects in the 1980s
Michael Marien, editor, Future Survey, Bethesda, Md. Nazareth College of Rochester, Rochester, N.Y., Nov. 12. (Or see Dec. 15, 1984, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the Libel Defense Resource Center annual dinner, New York City, Nov. 7:

Fairness Testing Belongs Not in the Libel Courts but in the Court of Public Opinion
Mike Wallace, correspondent, CBS News

Is the Increased Use of Libel Suits a Threat to the Healthy Tension Between the Press and Public Officials?
Edward I. Koch, mayor, New York City

From the Magazine Publishers Association annual American Magazine Conference, Nassau, Bahamas, Oct. 21-24:

The Entrepreneurs
Rupert Murdoch, chairman and chief executive officer, News America Publishing Inc.; S. I. Newhouse Jr., chairman, Condé Nast Publications Inc.; and Malcolm S. Forbes, chairman and editor-in-chief, Forbes magazine; moderated by John Mack Carter, editor in chief, Good Housekeeping; all of New York City.

Television's True Rating Points
Dennis H. Leibowitz, vice president, Donaldson, Lufkin & Jenrette Inc.; Solomon Dutka, chairman of the board, Audits & Surveys Inc., both of New York City; and Nicholas Johnson, syndicated columnist and former member, Federal Communications Commission; moderated by Donald E. Welsh, president, Telepictures Publications Inc., New York City.

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Conference & Exposition shaping up as record-breaker

"Countdown to the 90s—Demand$-Decision$-Direction$" will be the theme of the 57th Annual ANPA Operations Management Conference & Exposition June 8-12 in New Orleans.

"The Conference will address the crucial demands, decisions and directions newspapers must face as they count down toward continued growth and profitability in the 1990s," Conference Director Peter P. Romano said.

Romano, ANPA director/technical services, said the event "looks like it's going to be another barn burner." The Association has commitments from more than 200 manufacturers of newspaper and graphic-arts equipment for over 265,000 square feet of exhibit space—an area 35,000 square feet larger than last year's record-breaking show in Atlanta.

Because of its size, the equipment *Exposition* will be located at the 130,000-square-foot Rivergate Exhibition Center, which alone held the 1973 trade show, and the new, nearby New Orleans Convention Center, with 350,000 square feet.

The two facilities can comfortably accommodate the exhibits with space left over for food-service areas and walkways. Four miles of carpeting will be laid in the aisles of the two halls for aesthetics and convenience.

Complimentary shuttle bus service will be provided between the two buildings, which are four blocks apart.

Site of the *Conference* sessions will be The New Orleans Hilton Riverside and Towers. "The Hilton has excellent meeting facilities," Romano said, "and it is conveniently located near both exhibition halls."

Noting that New Orleans "usually draws well" for an ANPA trade show, Romano said about 12,000 people are expected to attend, or about 1,000 more than last year's show in Atlanta.

He said New Orleans is an especially attractive city for the 1985 Conference & Exposition because of the many improvements that were made in conjunction with the World's Fair held there last year.

ANPA has reserved 6,000 rooms at 13 New Orleans hotels for the Conference & Exposition. The Hilton Riverside and Towers and the Sheraton New Orleans will be co-headquarters hotels. Other official Conference hotels are the New Orleans Marriott, the Fairmont, the Hyatt Regency, the Iberville, the International, the Intercontinental, the Meridien, the Windsor Court, the Royal Orleans, the Holiday Inn Crown Plaza and the Royal Sonesta.

Alan Tepper

Rivergate (center) is close to the Hilton (second high-rise from the left), the Holiday Inn (second from right) and the Windsor Court (far right).

Special hotel rates are available to Conference-goers. Information will be contained on housing forms that will be mailed to member newspapers and others in early March.

Free shuttle bus service will be provided between the hotels and the Rivergate Exhibition Center, where registration will be conducted.

Registration fee will be $30, which includes admission to both the Exposition and the Conference sessions. There will be no pre-registration.

The tentative program, as developed by the Operations Management Conference & Exposition Arrangements Committee, follows:

Monday, June 10

Arrangements Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc., will chair the opening General Session on "Mid-Decade Demand$." Ashton Phelps Jr., publisher of The Times Picayune and The States-Item in New Orleans, will give the welcoming address, and Richard J.V. Johnson, chairman and president of ANPA and president of the Houston Chronicle, will address the session.

Subsequent speakers will discuss "Media Competition and Steps Towards Greater Success by '80s End," "ROI (Return on Investment) from Quality Printing," "Distribution: How Can We Serve Our Advertisers?" and "Marketing Your Strengths."

Topics of the three concurrent symposiums will be "The Newsroom: Pagination, et al.," "Setting Standards for Quality" and "Innovative Ideas for Smaller Newspapers."

Tuesday, June 11

Larry Strutton, vice president/operations for the Los Angeles Times, will chair the General Session. It will feature "New Horizons: A Report from the ANPA Distribution Task Force," pres-

ented by Gene McDavid, vice chairman of the ANPA Technical Committee and vice president and general manager of the Houston Chronicle.

A panel, "Pre$$ing Deci$ions," will feature a dialogue between newspaper executives and four presidents of press manufacturing and marketing firms.

Topics of the three concurrent symposiums will be "Commercial Printing: Your Tandem Market," "Ink Issues: Rub Off, Recycling and Regulation," and "Post-Press Packaging: Pre-Print Predicament."

Wednesday, June 12

Robert C. Achorn, executive vice president/publisher of Worcester (Mass.) Telegram & Gazette Inc., will chair the General Session. With the theme "Electronic Direction$," a panel of newspaper executives and the presidents of firms that manufacture front-end and pagination systems will discuss the future of pagination and other electronic systems.

Following that will be presentations on "AD/SAT"—satellite delivery of advertising materials to newspapers—and "Another Industry's Perspective." That part of the session will be moderated by Norman P. Dusseault, operations manager for the Times Publishing Co. of St. Petersburg.

Topics of the three concurrent symposiums will be "Keeping Your System Up," "Scanning the Scanners" and "PCs: Effective Usage by Newspapers." □

Metal-patching substance saves

The Lexington (Ky.) Herald-Leader has come upon a quick, inexpensive way to repair damaged parts on presses and other machinery.

Using a product called Belzona Super Metal, the maintenance department was able to fix the damaged bearers on the blanket cylinder of the paper's Goss Metro offset press.

The process saved the newspaper thousands of dollars in replacement costs—a can of Super Metal costs $20—and weeks in down time. Super Metal is a resin-based synthetic metal that fills holes in metal much like epoxy, but is stronger.

Repairs were needed because of a "web wrap" that occurred on a half deck soon after the press' installation in 1980, according to Hank Kidneigh, Herald-Leader technical services manager.

"The plate cylinder slipped but the blanket cylinder did not," Kidneigh said. "As a result, a very bad groove was worn into both the drive side and operator side bearers on the blanket cylinder."

To replace the bearers would have required stripping down the unit and sending the blanket cylinder to Goss to have new bearers installed. It would have taken at least two weeks and cost about $10,000, he said.

As a stopgap, the press crew ran the unit "blanket to blanket," with minimal pressure on the bearers, until last spring. But that resulted in "excessive blanket wear," Kidneigh noted.

Around that time, a local supply distributor introduced Kidneigh to the Belzona product. Herald-Leader machinists subsequently ground out and chamfered the damaged area of the bearer, then applied the substance and secured it with a steel mold and jack screw.

The crew used heat lamps to maintain the 150-degree temperature needed to set the material. The repair was then machined to .0002 of an inch under the bearer size.

In all, such a repair should take about six to eight hours, Kidneigh said.

Because of poor preparatory work, he said, the Super Metal had to be reapplied. The last attempts have kept the press running successfully for more than six months. In fact, the Super Metal is wearing "better than the base metal," he said.

And since repairing the bearers, Kidneigh has found several other uses for the substance—in particular, building up bearer shafts. The manufacturer, Belzona Molecular Inc., of Uniondale, N.Y., also markets similar products that could be helpful in repairing conveying and mailroom equipment, he said.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, The Newspaper Center, Reston. □

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ANPA-INK performs better than expected in tests

ANPA-INK™ non-petroleum-based letterpress black ink not only met expectations as an alternative to conventional letterpress inks but also provided unexpected dividends in recent tests conducted at The Washington Post and The London (Ontario) Free Press.

"As far as I'm concerned, the ANPA-INK letterpress black is ready for commercial use," said George Cashau, ANPA director/technical research. "We've accomplished our goal of developing a substitute black letterpress ink. . . . Everything else is a bonus."

The project that gave birth to ANPA-INK stemmed from the OPEC oil embargo of the 1970s, which threatened to cut off the supply of oil used to make inks and inflated ink prices. The project's thrust was to develop a non-petroleum-based vehicle for the ink pigments and other ingredients.

Essentially, ANPA-INK is a mixture of gilsonite—a commonly found black mineral—carbon and tall-oil fatty acid, which is a byproduct of the pulping process in paper manufacture. The Association holds the patent on ANPA-INK.

Since coming up with the new ink formula, ANPA researchers have suspected the product would print more newspaper copies than traditional inks. Initial tests conducted at The Newspaper Center in Reston revealed, on a per-pound basis, that the new ink could produce 40-percent more newspapers than conventional inks, with all variables being equal.

Subsequent Washington Post tests yielded even more impressive results. They indicated ANPA-INK is more than twice as productive as conventional inks.

"We knew it was going to get more mileage, but not as much as it got," said ANPA ink chemist John Moynihan, who headed the Association's ink-development project.

For the Post test, U.S. Printing Ink manufactured 1,000 gallons of the ink, which was run on the Post's "J" press line for about a month in late autumn. The results were compared with the performance of other letterpress presses using conventional black ink.

Printing at a reflective density of .95, the J press consumed 14.5 pounds of ink for every ton of newsprint, while the other presses used 33 pounds, according to Andrew Harteveld, manager of the Post's Northwest Washington, D.C., plant.

The London Free Press ran about 220 gallons of the ink produced by Inmont Corp. on three units in late summer.

Ian M. Pittendreigh, production director, said the ink ran cleaner and generated less mist than conventional black ink.

The Free Press results also indicated better mileage and laydown.

"We ran a lot more newspapers than we thought we would," Pittendreigh said. "We estimated we had enough ink for three days, but we ran four-and-a-half."

The Ontario daily planned another test on a full press line in late January, using 1,000 gallons formulated to its specifications. It was designed "to determine if (ANPA-INK) really is an acceptable alternative," Pittendreigh said, adding that he was "optimistic" on the test's outcome.

Tests of ANPA-INK offset black ink will begin this month at the Charleston, W.Va., newspapers, and of letterpress color inks at The Newspaper Center.

Although ANPA's research on the letterpress black ink is completed, Cashau said the Association will assist any firm or newspaper wanting to continue testing the letterpress black ink. "We're certainly willing to help newspapers and ink companies that want to do more research on it," he said.

ANPA licenses the rights to produce ANPA-INK for a $10 annual fee in order to encourage provision of the ink for newspapers, according to William D. Rinehart, ANPA vice president/technical. The Association previously had reduced the annual licensing fee from $500 to $10.

Thus far, Inmont Corp. and Canada Printing Ink hold licenses to produce the letterpress black ink. Recently, Nippon News Ink Co. Ltd., a Tokyo-based ink manufacturer, and J.M. Huber Corp. signed license agreements. □

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Marker cuts mailroom downtime

To make a system work more efficiently, it sometimes takes a little thinking, some improvisation and following the adage to "try, try again."

The Virginian-Pilot and The Ledger-Star of Norfolk, Va., found that out with its Signode bundle-tying machines.

To increase distribution efficiency, the newspapers use different colored straps to wrap around bundles for their five major zones.

When they started the system, the tying machine housed a spool that dispensed the appropriate color for each zone. "The problem with this method," said Distribution Manager Jerry Hall, "was that every time you wanted to change a zone, it called for stopping the machine, pulling one reel of color strap out and rethreading the next color strap. You could lose 25 minutes easily changing straps."

The newspapers then decided to replace the five-spool system with one spool of clear plastic that was colored with the appropriate ink. But the ink bottles frequently broke, Hall said, with ink spilling on operators' clothes or on the floor.

The newspapers' solution is a unique system employing felt-tip markers in lieu of ink bottles or colored straps.

Using materials on hand, newspaper machinists developed a nylon block that holds a spring-loaded felt-tip marker. The marker presses against the strap as it passes through the tying machine.

Charles Meads, The Virginian-Pilot and The Ledger-Star

Nylon block holds felt-tip marker.

This arrangement allows mailroom personnel to change the zone designation by merely changing the marker to another color. "Changing the colors is only a matter of pulling a plastic tube up and switching the markers," Hall pointed out. "There is no mess and no moving parts, and you don't have to stop the machine anymore."

The system "allows us to identify bundles in the Traymatic (delivery system) when it goes down," Hall said. "And it lets the drivers know they have the correct bundles."

Each marker costs less than $1. Ink bottles for the old system cost $16, Hall said. Added to the cost of the ink bottles were old strap inkers that cost $1,300, he said.

The newspapers are so pleased with the performance of the magic markers that the devices have been installed on all nine of the papers' Signode tiers.

—Paul Kruglinski

Newspaper ink testing encouraged

Newspapers are being advised by the ANPA Environmental Task Force and the technical staff to contact their ink suppliers to obtain certification that the color inks the newspapers are buying do not contain large concentrations of undesirable heavy-metal salts, such as lead and chromium.

Color ink produced according to specifications developed by ANPA for AdPro® and AD-LITHO inks, which were formulated to assist newspapers in obtaining ink with a consistent quality, do not contain substances which are currently listed by state or federal agencies as posing environmental risks, or require special handling or disposal.

For $20, ANPA member newspapers can have a 1-ounce sample of color ink tested for lead and chromium. Samples should be sent to the Ink Testing Lab at The Newspaper Center in Reston. □

TECHNOLOGY NOTES

• Printing Industries of America Inc. and Strategic Futures Inc., a graphic arts marketing research and consulting firm, are conducting a study on **preprint trends.**

The study, titled "The Future of Insert/Flyer Marketing and Production: Trends and Critical Developments (1985-1990)," is scheduled to be completed early next year.

• Xerox Corp. will **close its Shugart subsidiary**. Based in Sunnyvale, Calif., Shugart is a major manufacturer of disk drives used in the newspaper business.

A Xerox spokesman said the firm will continue to supply parts and support for existing Shugart disk drives "for as long as possible."

• Newspapers intending to participate in Kodak's 1985 "**Run for the Money**" contest for outstanding color reproduction, must register by March 11. Winners will be announced during the ANPA Operations Management Conference & Exposition June 8-12 in New Orleans.

Contact Walt Manzek, Eastman Kodak Co., International Photographic Operations, 343 State St., Rochester, N.Y. 14650; (716) 724-3707.

TECHNOLOGY CALENDAR

• Printing Industries of America will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

• The Southern Newspaper Publishers Association's **1985 Production Conference** will be March 10-12 at the Hyatt Regency Nashville.

• The **Mycro-Tek Users Group** will meet March 15 at the Europa Hotel in Chapel Hill, N.C.

• The Northwest Printing Production Conference will hold its **40th Annual Graphic Arts Conference and Exhibit** March 22-24 at the Minneapolis Plaza Hotel.

• **America★East Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 27-29 at the Hershey (Pa.) Lodge & Convention Center.

• **Print 85**, the biennial printing equipment exposition and graphic arts show, will be April 13-20 at McCormick Place in Chicago.

1984 newsprint consumption sets record

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1984, according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11.44 million metric tons, an increase of 8.1-percent from 1983.

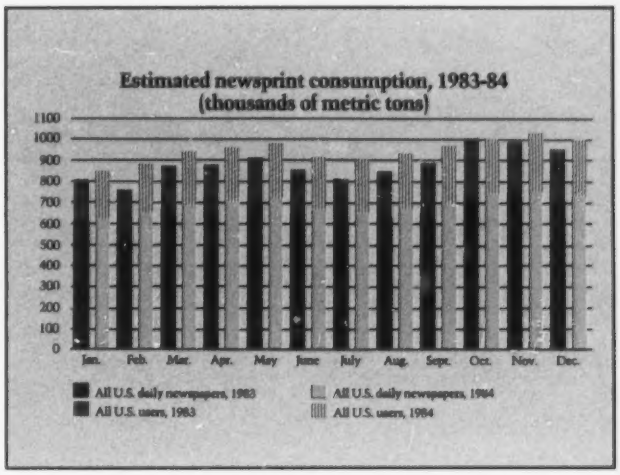
Consumption by U.S. dailies was up 5.2 percent to 8.34 million tons.

Canadian production for 1984 totaled 9.02 million tons, an increase of 6.2 percent from 1983. Shipments from Canadian newsprint mills were 9.03 million tons, an increase of 7 percent.

Last year's production by U.S. mills reached 5.03 million tons, up 7.3 percent. Shipments from U.S. mills totaled 5.07 million tons, an increase of 8.4 percent.

At the end of December 1984, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 48 days' supply, compared with 46 days a year earlier. North American mill stocks were down about 14 percent.

Canada's newsprint operating rate for 1984 was 92 percent, and in the United States it was 92.6 percent.



Estimated consumption of all U.S. daily newspapers[1]

Region	October 1984(r)	October 1983	% Change
Northeast	184,599	186,346	-0.9
North Central	160,600	157,656	+1.9
South	235,643	229,560	+2.6
West	161,981	156,627	+3.4
Circulation size			
up to 25,000	50,907	53,898	-5.5
25,001-100,000	130,064	126,789	+2.6
Over 100,000	561,852	549,502	+2.2
October totals	742,823	730,189	+1.7
Region	**November 1984**	**November 1983**	**% Change**
Northeast	188,882	180,598	+4.6
North Central	159,362	155,548	+2.5
South	244,296	235,256	+3.8
West	165,095	158,882	+3.9
Circulation size			
up to 25,000	50,140	55,231	-9.2
25,001-100,000	133,913	129,306	+3.6
Over 100,000	573,582	545,747	+5.1
November totals	757,635	730,284	+3.7
Region	**December 1984(p)**	**December 1983**	**% Change**
Northeast	178,695	166,820	+7.1
North Central	152,431	148,343	+2.8
South	241,868	232,963	+3.8
West	165,435	154,217	+7.3
Circulation size			
up to 25,000	48,559	56,610	-14.2
25,001-100,000	130,986	131,597	-0.5
Over 100,000	558,884	514,136	+8.7
December totals	738,429	702,343	+5.1
Twelve-month totals	8,335,069(p)	7,924,612	+5.2

Production

	Canada	U.S.A.	North America
November 1984	757,802	417,402	1,175,204
November 1983	774,361	413,976	1,188,337
Increase or decrease	-16,559 -2.1%	+3,426 +0.8%	-13,133 -1.1%
December 1984	740,022	388,787	1,128,809
December 1983	673,298	372,060	1,045,358
Increase	+66,724 +9.9%	+16,727 +4.5%	+83,451 +8.0%
Twelve months 1984	9,015,754	5,028,374	14,044,128
Twelve months 1983	8,486,092	4,687,408	13,173,500
Increase	+529,662 +6.2%	+340,966 +7.3%	+870,628 +6.6%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
October 1984	902,506(r)	36(r)	6
October 1983	784,896	33	5
November 1984	874,494	37	7
November 1983	749,949	33	6
December 1984	877,144(p)	41(p)	7(p)
December 1983	790,118	38	8
Canadian mills			
November 1984	317,474	--	--
November 1983	352,272	--	--
December 1984	285,091	--	--
December 1983	302,983	--	--
U.S. mills			
November 1984	65,717	--	--
November 1983	117,544	--	--
December 1984	63,799	--	--
December 1983	100,706	--	--

Estimated consumption of all U.S. users

	1984	1983	% Change
October totals	1,017,000(r)	1,001,000	+1.6(r)
November totals	1,038,000	985,000	+5.4
December totals	1,002,000(p)	954,000	+5.0(p)
Twelve-month totals	11,443,000(p)	10,589,000	+8.1(p)

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1984	562,201	92,923	114,544	769,668
November 1983	570,069	96,196	99,578	765,843
December 1984	563,207	97,468	111,730	772,405
December 1983	535,675	79,056	107,856	722,587
Twelve months 1984	6,600,870	1,069,790	1,362,986	9,033,646
Twelve months 1983	6,033,679	970,017	1,435,713	8,439,409
Increase or decrease	+567,191 +9.4%	+99,773 +10.3%	-72,727 -5.1%	+594,237 +7.0%
From U.S. mills				
November 1984	398,690	----	23,588	422,278
November 1983	389,385	----	22,859	412,244
December 1984	370,523	----	20,182	390,705
December 1983	370,256	----	19,973	390,229
Twelve months 1984	4,806,955	----	258,326	5,065,281
Twelve months 1983	4,409,346	----	265,096	4,674,442
Increase or decrease	+397,609 +9.0%	----	-6,770 -2.6%	+390,839 +8.4%
From North American mills				
Twelve months 1984	11,407,825	1,069,790	1,621,312	14,098,927
Twelve months 1983	10,443,025	970,017	1,700,809	13,113,851
Increase or decrease	+964,800 +9.2%	+99,773 +10.3%	-79,497 -4.7%	+985,076 +7.5%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.
[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Settlement reached on Canada's exports to Europe

Canada and the European Economic Community have settled on a tariff-free quota of 600,000 metric tons per year for Canadian newsprint imported into the EEC, beginning this year.

The level is 150,000 tons less than the ceiling sought by Canadian producers and below the 700,000 tons Canada has exported to Europe in recent years. However, the Canadian Pulp and Paper Association projects current newsprint exports to the EEC will fall within the newly established quota [presstime, June 1984, p. 50]. According to CPPA, Canada exported 485,300 tons to Common Market countries during the first 11 months of 1984 compared with 617,300 tons during the same period a year earlier.

The drop in exported tonnage is attributable in part to some Canadian companies' opening newsprint-manufacturing operations in Europe. However, some mills have expressed concern that the ceiling will be construed as being "cast in concrete" and unalterable in the future.

"We can live with it for now," a CPPA spokesman said of the quota. "We're satisfied that it was the best deal obtainable at this time. But the European publishers are disappointed."

Talks between Canada and the EEC commission began more than a year ago in an attempt to resolve the dispute [presstime, Feb. 1984, p. 45]. At that time, the Europeans had proposed reducing the existing 1.5-million-tons-per-year quota, beginning January 1984, to 500,000 tons. Simultaneously, the EEC eliminated tariffs on about 2 million tons of Scandinavian newsprint. □

Most of '84 labor pacts have 3-year terms

Of the 114 labor contracts negotiated in 1984 at U.S. pulp and paper mills, 75 were for three years and 26 for two, according to an annual study by the American Paper Institute. Eleven contracts were for one year, and two were for four years.

First-year wage increases amounted to a weighted, national average of 3.7 percent. Deferred increases averaged 4.7 percent for the second year and 4.5 percent for the third.

The following chart summarizes the wage provisions for 1984 contracts:

1984 first-year wage increases

Region	Mills	Employees	Weighted average[1]
New England	30	10,139	4.9% (52¢)
Eastern	14	5,570	4.3% (39¢)
Southern	7	4,013	5.3% (62.5¢)
Midwest	38	16,973	4.7% (49¢)
Pacific	29	10,790	.21% (2¢)
National totals 1984	118	47,485	3.7% (39¢)
National totals 1983	149	69,629	5.6% (59¢)

Deferred wage increases (negotiated in 1984)

Second Year (1985)

Region	Mill	Employees	Weighted average
New England	25	9,605	4.9% (55¢)
Eastern	14	5,570	4.0% (39¢)
Southern	7	4,013	5.0% (62¢)
Midwest	35	15,553	5.4% (58¢)
Pacific	26	10,350	3.9% (56¢)
National total	107	45,091	4.7% (55¢)

Third Year (1986)

Region	Mill	Employees	Weighted average
New England	20	8,873	4.6% (55¢)
Eastern	8	3,692	3.3% (35¢)
Southern	7	4,013	4.3% (55¢)
Midwest	21	7,049	5.5% (63¢)
Pacific	25	10,242	4.4% (63¢)
National total	81	33,869	4.5% (57¢)

[1]Excluding cost-of-living clauses and bonuses.

3 more mills reach agreements

Workers at three more North American newsprint mills have approved new, three-year labor agreements.

In Canada, Canadian Paperworkers Union members ratified contracts at two Nova Scotia installations—Bowater Mersey Paper Co.'s mill in Liverpool and Nova Scotia Forest Industries' mill in Point Tupper. The contracts follow what has become the pattern at newsprint mills in Eastern Canada since last year, with wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

In the United States, members of the Association of Western Pulp & Paper Workers ratified a contract at Boise Cascade Corp.'s Steilacoom, Wash., mill. It provides for a $1,000 cash payment in the first year, a 4-percent increase in the second and 4.5 percent in the third [presstime, Jan. 1985, p. 57]. □

Conrail public sale proposal submitted to DOT

Management of Consolidated Rail Corp. formally has proposed that Conrail be sold to the public through a stock offering.

The railroad requested that the U.S. Department of Transportation consider the proposal on the same basis as purchase offers of three private parties [presstime, Jan. 1985, p. 51].

The proposal includes a $1.4-billion, lump-sum payment to the government for its 85-percent interest in Conrail.

Conrail's chairman has launched a lobbying effort against sale of the railroad to a single owner and in favor of the public offering. DOT is expected to issue its decision in the near future.

Meanwhile, Conrail reported record earnings in 1984 of nearly $500 million—more than 50 percent higher than 1983's $313-million net income.

In other developments, Conrail:

- Has become the second party to file for U.S. Supreme Court review of a lower court's decision that partially vacated the Interstate Commerce Commission's deregulation of boxcar traffic. The ICC itself was the first to petition the Supreme Court [presstime, Nov. 1984, p. 55].
- Plans to assess a $2,000 annual maintenance charge for private sidings that do not produce a minimum of seven carloads of freight during 1985. The fee will be payable June 30, 1986. □

Panel urges extension of Canada rail rates

The Canadian Transport Commission, in a report concluding that rail regulation in the United States and Canada is not compatible, has recommended that Canadian rail regulation be expanded to include confidential contract provisions on shipments to and from the United States.

The commission, reporting on the effects on Canadian carriers [presstime, Nov. 1984, p. 55] of the U.S. Staggers Rail Act of 1980, also proposed that:

- Tariff surcharges for trans-border traffic be permitted
- CTC approval no longer be required for carriers' and shippers' agreements on liability limitations.
- CTC regulation not apply to traffic routed through Canada between a U.S. origin and U.S. destination. □

Mar. 1983 p. 37

GCIU, ITU to vote on merger

Members of the International Typographical Union are scheduled to vote March 27 on whether to merge with the Graphic Communications International Union.

Leaders of the two unions reached agreement on a merger document in January, meeting by mere hours a deadline set by last year's ITU convention.

The GCIU's general board will meet the week of Feb. 4 to take formal action on the document.

The ITU's five-member executive council approved the agreement in late January and scheduled the referendum. ITU Secretary-Treasurer Thomas W. Kopeck said the council's decision was not unanimous.

If an agreement had not been reached by Jan. 8, the ITU would have held a referendum on a proposal to merge with the Teamsters [presstime, Jan. 1985, p. 62]. "We still hope ITU members will get an opportunity to vote on our proposal," said Mary Ann Keeffe, research director for the Teamsters.

If the ITU-GCIU merger agreement is approved by the memberships, the new organization will retain the GCIU name. Headquarters would be in Washington, D.C., in the GCIU's office building.

The present ITU headquarters building in Colorado Springs, which is on land owned by the ITU Union Printers Home, would be deeded to the home. ITU President Robert S. McMichen said in a letter to local union officers that the future of the home is "guaranteed."

Under the agreement, McMichen would become executive vice president of the merged unions. GCIU President Kenneth J. Brown would remain president. Provisions were made for the ITU secretary-treasurer to become financial secretary and the three vice presidents to hold the same title in the merged union. Also, 12 ITU members would be added to the GCIU's current 42-member general board, which is scheduled to be reduced to 27 members by 1992.

The GCIU is the product of an earlier series of mergers involving pressmen, photoengravers, lithographers and bookbinders, culminating July 1, 1983, with the merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union.

"The new merger agreement continues the trend in the newspaper business to large industrial unions," said ANPA Vice President/Human Resources Roy W. Anderson. If the merger is approved, he said, "The GCIU, Teamsters and The Newspaper Guild will remain as the representatives of the vast majority of organized workers in newspaper bargaining. These large unions mean a real opportunity for successful collective bargaining or a return, in some cases, to the adversarial relationships caused by destructive power."

The GCIU owns this $16.5-million headquarters building in Washington.

Guild President Charles A. Perlik Jr. said he "hopes the respective memberships (GCIU and ITU) will endorse this merger."

In a Jan. 14 letter to ITU locals, McMichen said that most of the basic ITU traditions and laws would be retained and that while mergers of local ITU and GCIU unions would not be required, they would be "encouraged."

The ITU president said the agreement provides for "a true organic merger" and guarantees that "the interests and concerns of printing industry workers will be addressed only by members elected from within our trade, not appointed by outsiders."

Meanwhile, processing is moving slowly for the grievances filed by a dozen international representatives and three office workers fired by a majority vote of the five-member ITU executive council. The discharged employees are represented by the International Federation of Staff and Office Employees. ITU Vice President Allan J. Heritage, a council member who supports affiliation with the Teamsters, voted against the discharges.

Heritage said in a recent message to members that the delay and refusal to accept the processing of the grievances are "the tactics of unfair employers."

He also wrote in the January issue of the ITU's Typographical Journal that the GCIU "does not have the resources to give us the necessary backing in bargaining situations and does not have the financial base to assist us in crisis situations as does the Teamsters."

"If a GCIU proposal is shoved through without meetings and an opportunity to ask questions and debate," Heritage wrote, "I believe that we will have a disaster, with large groups of our active members leaving the ITU." —*Clark Newsom*

Newspaper strikes increased in '84

Strike activity at North American newspapers in 1984 was up slightly from 1983. Last year, there were five strikes affecting five dailies and a weekly newspaper company, as well as one lockout. In 1983, there were but three strikes.

A significant change last year was that four dailies were shut down during the disputes. In 1983, the three struck papers continued publication.

Also notable was Newspaper Guild involvement in all of the 1984 labor disputes. Guild President Charles A. Perlik Jr. said it was "only coincidence," not a trend toward a more militant union. In one strike, he noted, the Guild is the only union in the plant.

The 1984 strikes involved:

• The Sudbury (Ontario) Star, which suspended publication Feb. 22 in a dispute over new contracts with the Guild, the International Typographical Union and the Graphic Communications International Union. The unions contended they were locked out, but the company said workers' interference with production was a strike under the province's labor laws. The unions ratified new contracts Oct. 11, and the Star resumed publication Oct. 15.

• The New York Post, where the Guild struck between March 31 and April 2 in a new contract dispute. The Post published.

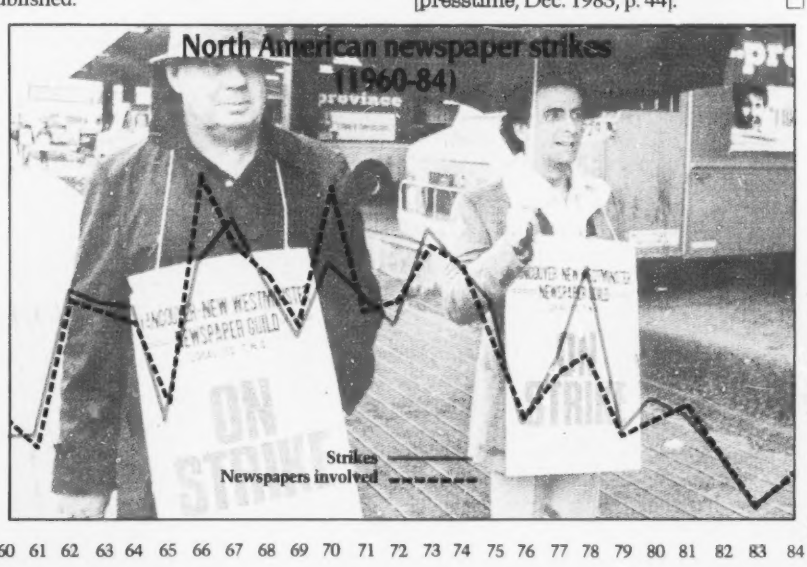
• The Province and The Sun in Vancouver, British Columbia, where Guild, GCIU and ITU locals struck between March 28 and May 18 over new contracts. The newspapers resumed publication May 24.

• The San Juan (Puerto Rico) Star, where the Guild—the only union at the paper—struck Oct. 14 over terms of a new labor agreement. The strike carried over into 1985 and was continuing in late January. Guild members were putting out an interim weekly called the San Juan Sun, and the Star was publishing a weekly tabloid printed in the United States and distributed to subscribers through the mail.

• Press Publications, a group of weeklies based in the Chicago suburb of Elmhurst, Ill., where a nine-member Guild editorial unit struck May 29 over an initial contract. The company continued to publish, and the strike was still in progress in late January.

The lockout of Guild and ITU members occurred Aug. 24 at The Gazette of Montreal after a series of work stoppages. Publication resumed Sept. 4 after agreements were reached on new contracts.

Two ITU strikes that predate 1984 are continuing at The News of Paterson, N.J. [presstime, Sept. 1984, p. 45], and at The Evening Tribune of Welland, Ontario [presstime, Dec. 1983, p. 44]. □



Guild Reporter photo; chart by Alberto Pacheco

NLRB rules deliverers are not employees

Motor route drivers delivering The Daily Mining Gazette of Houghton, Mich., are independent contractors rather than employees, the National Labor Relations Board recently ruled.

The 10 drivers were therefore excluded from a bargaining unit of mailroom employees organized by the Graphic Communications International Union.

"We find most significant that the employer exercises no control over the manner and means by which the desired result, daily delivery of the newspapers, is accomplished," the board said.

The board noted that the drivers:

• Are free to run their routes in whatever order they wish

• Are hired with the understanding that they will be independent contractors

• Are not required to display the newspaper's logo

• Are not subject to work rules or a dress code

• Are not required to drive a particular kind of vehicle

• Can hire substitutes

• Are permitted to make deliveries for clients other than the newspaper

• Do not receive fringe benefits

• Are paid a lump sum for each run completed.

The board said it was "mindful" that the drivers do not have a proprietary interest in their routes and do not assume an entrepreneurial risk. The other factors, however, supported the finding that they are independent contractors, it said.

(The Daily Mining Gazette, a division of Thomson Newspapers, and GCIU, 273 NLRB No. 55) □

Recent contract settlements

Boston Globe, GCIU, ITU, Teamsters: Three-year agreements covering printers, pressmen, mailers, photoengravers and drivers; retroactive to Jan. 1, 1984.

Indianapolis Star and News, independent: Four-year agreement covering circulation department employees; retroactive to Sept. 1, 1984. *(Details in February 1985 ANPA Labor & Personnel Relations Letter.)*

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Union held entitled to information on Star plant sale

The Washington Star, shut down Aug. 7, 1981, by owner Time Inc., still lives in litigation.

After the closing, The Washington Post bought the Star's plant and most of its equipment. In a recent decision, the NLRB ordered the Star to furnish Columbia Typographical Union No. 101 with a copy of the sales-purchase agreement. The union had requested a copy of the agreement in September 1981, contending that it was needed to determine whether there had been a violation of the lifetime job guarantee and successorship clauses in its labor contract with the Star.

In 1983, an administrative law judge upheld the union's right to the information. The board has now affirmed that ruling.

The order provides that Time Inc. may delete sales prices from the agreement before giving a copy to the union.

A spokesman for the company said the decision will be appealed.

(The Washington Star Co. and Columbia Typographical Union No. 101, 273 NLRB No. 61) □

Contract covers correspondents

An unusual labor agreement covering editorial district correspondents who work out of their homes was recently negotiated by The Patriot Ledger of Quincy, Mass., and an independent union.

The newspaper may be the first with unionized correspondents, according to General Manager Richard D. Allen.

Correspondents or "stringers" are usually independent contractors. In Quincy, however, they have been treated as employees since 1965.

In 1982, the correspondents voted to be represented by The Patriot Ledger Editorial Association, and two years of negotiations followed.

The correspondents, who work 40-hour weeks covering community activities, are paid a minimum weekly salary of $190 and a maximum of $248 after three years' experience.

A spokesman for The Newspaper Guild said, "By and large, our contracts don't cover stringers but attempt to define who is an employee. The contract is highly unusual." □

Kansas City papers and ITU reach new agreement

A four-year dispute between The Kansas City Star Co. and the International Typographical Union over the terms of labor contracts covering printers and mailers was recently settled when the employees ratified new six-year agreements.

Capital Cities Communications Inc. bought the Star and Times in 1977. When the labor agreements expired in 1980, the company refused to extend certain terms—such as participation in the ITU Negotiated Pension Plan—that had been negotiated with Typographical Union No. 80 and Mailers' Union No. 7 prior to the purchase.

In 1983, the ITU retained the consulting services of the Washington, D.C.-based Kamber Group to design an "informational" campaign to put pressure on the company to reach an agreement. Capital Cities was subsequently put on the AFL-CIO's "unfair list" [presstime, June 1983, p. 32].

Under the new agreements, retroactive to Dec. 4, 1984, the printers and mailers will be covered by a company pension plan rather than the ITU's multiemployer plan.

The employees received an immediate $120 weekly increase with incremental raises to follow over the six years. □

Arbitration awards

Camden (N.J.) Courier-Post, GCIU: Eli Rock upheld the union's position that two paper handlers were entitled to triple pay for Memorial Day work.

Lansing (Mich.) State Journal, GCIU: Robert G. Howlett upheld management's right to adjust the schedule of certain pressmen to avoid overtime in the printing of the company's total-market coverage product.

New York Daily News, ITU: Richard Adelman ruled that the company did not violate the labor agreement by temporarily changing the starting time for mailers.

Washington Post, GCIU: Francis W. Flannagan upheld the discharge of a paper handler who had a history of disciplinary problems, including absenteeism, tardiness and sleeping on the job.

Washington Post, ITU: Millard Cass set forth guidelines for the parties to follow in a dispute over pay for employees who are scheduled to work on a holiday but fail to do so because of claimed illness.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

NLRB elections

Baltimore Sun, Guild: Computer hardware support specialists voted 12-2 against representation by Local 35 of The Newspaper Guild.

(NLRB Case No. 5-RC-12325)

Cincinnati Enquirer, Guild: Newsroom employees voted 73-38 in favor of representation by Guild Local 9.

(NLRB Case No. 9-RC-14411)

Columbus (Ohio) Dispatch, ITU, Teamsters: Mailroom employees voted 117-4 in favor of representation by Local 473 of the Teamsters.

(NLRB Case Nos. 9-RD-1232, 9-RC-14603)

Escondido (Calif.) Times-Advocate, ITU: Composing, camera and pressroom employees voted 18-6 against representation by San Diego Typographical Union No. 221.

(NLRB Case No. 21-RC-17503)

Manitowoc-Two Rivers (Wis.) Herald-Times-Reporter, GCIU: Advertising, accounting and circulation departments employees voted 18-5 in favor of representation by Local 563 of the Graphic Communications International Union.

(NLRB Case No. 30-RC-4433)

Norfolk (Va.) Virginian-Pilot and Ledger-Star, Guild: Photoengraving department employees voted 16-0 against representation by Guild Local 219.

(NLRB Case No. 5-RC-12315)

13 dailies lost in 1984, 3 fewer than in '83

There was a net loss of 13 daily newspapers in North America last year, compared with a net loss of 16 in 1983.

Four new dailies were started in 1984. However, 17 others stopped daily publication.

Of those 17, six dailies suspended outright, eight were lost through mergers with other dailies, and three converted to weekly publication, according to information available to ANPA.

Information obtained after publication of last year's report [presstime, Feb. 1984, p. 51] shows that another daily, the Conroe (Texas) News, was launched in 1983; that one all-day publication, the Jacksonville (Ill.) Journal Courier, dropped its evening edition; that one daily, the Perry (Iowa) Chief, converted to weekly publication; and that two others, the Reno (Nev.) Journal and Gazette, merged.

New dailies started were:

- Window Rock (Ariz.) Navajo Times (July 16)
- Leesville (La.) Leader (April 3)
- New Lexington (Ohio) Perry County Today (Sept. 22)
- Caraquet (New Brunswick) L'Acadie Nouvelle (June 6)

Suspending outright were:

- Berkeley (Calif.) Gazette (March 10)
- Fullerton (Calif.) Daily News Tribune (Dec. 28)
- Richmond (Calif.) Contra Costa Independent (May 13)
- Huntsville (Texas) News (July 15)
- Terrace (British Columbia) Herald (May 25)
- St. John's (Newfoundland) News (June 4)

Merging were:

- Bishop (Calif.) Sierra News with Inayo Register—Dec. 28)
- Pueblo (Colo.) Star-Journal (with Pueblo Chieftain—May 1)
- Winsted (Conn.) Citizen (with Torrington Register-Jan. 3)
- Columbia City (Ind.) Post (with Columbia City Commercial-Mail—Feb. 16)
- Greensboro (N.C.) News and Record (to all-day publication—March 19)
- Oklahoma City (Okla.) Oklahoman and Times (to all-day publication—March 1)
- San Antonio (Texas) Express and News (to all-day publication—Sept. 10)
- Beckley (W.Va.) Raleigh Register (with Beckley Post-Herald—Dec. 31)

Converting to weekly were:

- Casey (Ill.) Reporter (Sept. 4)
- Nevada (Iowa) Journal (June)
- Hatboro (Pa.) Today's Spirit (Oct. 8) □

Gluck says Globe-Democrat is on track

At the St. Louis Globe-Democrat, nearing its first birthday under new management, a strong dose of cost cutting has helped the paper do what many considered impossible—it has survived.

Publisher, president and part-owner Jeffrey M. Gluck told presstime that "nobody predicted we would be here a year later." But here he is, and making a profit too, he says.

Jeffrey M. Gluck

Last February, the then 30-year-old Gluck, took control of the ailing 131-year-old paper, which its owner, Newhouse Newspapers, planned to close.

In short order, the joint operating agreement between the Globe-Democrat and the St. Louis Post-Dispatch, owned by the Pulitzer Publishing Co., was severed, and the p.m. Post-Dispatch switched to morning publication, going head-to-head with the Globe-Democrat.

Although acknowledging that circulation has dropped since he took over, Gluck maintained that the paper is getting a bigger share of the advertising dollars available to the two metros and that his paper was in the black during most of the last five months of 1984. Financial records of the company, which Gluck said he and his wife solely own, are not available.

Nick Pennimen, general manager of newspaper operations at the Post-Dispatch, declined to comment on any aspect of the Globe-Democrat.

In the six months ending the Sept. 30 before the paper's sale, the Globe-Democrat had average daily circulation of 255,141, according to the Audit Bureau of Circulations. By last September, the average was down 17 percent. In those 12 months, audited circulation of the Post-Dispatch jumped 15 percent.

Gluck said circulation reached a bottom of 202,000 in July and then rose to 220,000 in late 1984. About 16,000 subscribers were lost between December 1983 when he bought the paper and late February when he took control, he said.

Today, in Gluck's view, there is a newspaper battle, if not a war, being waged in St. Louis. The Post-Dispatch is printing more pages and has lowered its ratio of advertising to news "to create a size gap between the two papers," he claimed. He expects the Post-Dispatch to hold to the strategy "just long enough to blow us out of the water."

On a recent Friday, the final edition of the Globe-Democrat had 42 pages compared with 68 in the Post-Dispatch.

The Globe-Democrat has 370 employees compared with 212 at the time of the sale, but Gluck said the number can be misleading. The editorial side has 30 to 40 fewer people. The new employees are in the circulation, production and business departments the paper had to staff when the joint operating agreement was dissolved. Compared to the paper's overhead for these services under the JOA, he said, the staff is lean.

Other savings have come from using employees to drive delivery trucks instead of independent contractors, getting the editorial staff to accept a 6-percent pay cut and having the paper printed under contract, Gluck said.

But the paper has "not scaled down operations" or changed the newshole, he said. "We hold our own much better [than the Post-Dispatch newsroom] with a much smaller staff."

—Barbara J. Friedman

United Press Canada sold to competing CP

Two financial transactions have left Canada with but one national wire service.

First, United Press International sold its 20-percent interest in United Press Canada to Toronto Sun Publishing Corp., which owned the other 80 percent. Then Toronto Sun Publishing sold all of UPC to the Canadian Press, a cooperatively owned wire service.

CP President Keith Kincaid said Sun Publishing approached Canadian Press about the possibility of selling UPC. CP responded, Kincaid said, that Sun Publishing would first have to acquire 100 percent of the company's shares. He said the Sun then approached Washington, D.C.-based UPI with the offer.

UPC had not made a profit in its seven years of operation. It was recently hurt by the defection of two major subscribers, The Toronto Star and The Gazette of Montreal, which continue to get CP service.

At UPI headquarters, spokesman David Wickenden said the firm will market its services directly in Canada as it did prior to UPC's founding. He said UPI will again "have our own staffers and bureaus" in Canada. "We have a commitment not to diminish news coming from Canada," he said.

No financial terms of the sales were disclosed.

But after the transaction was announced, Canadian antitrust investigators began a routine study to determine if it violates the Combines Investigation Act, which prohibits mergers that may be "to the detriment of the public."

In an unrelated development, UPI co-owners Douglas F. Ruhe and William E. Geissler agreed to sell half of their interest in Chicago's WFBN-TV to Grant Broadcasting of Chicago. Ruhe has said that any assets they can sell will be put into UPI [presstime, Aug. 1984, p. 61]. □

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UPI posts first profit since 1963, says turnaround plan working

Under the man-bites dog criterion of journalism, the latest financial report from United Press International qualifies as big news: The second-largest U.S. wire service is in the black.

In the last quarter of 1984, UPI posted its first operating profit since 1963. The news service released preliminary financial results showing a $1.1-million profit based on revenues of $25.4 million and expenses of $24.3 million.

Officials said the profit was made possible by wage cuts and personnel reductions, savings in communications costs, and internal management controls such as canceling all company credit cards. It was not a result of selling off properties or portions of the business, they reported.

Wage and personnel cutbacks were part of a plan implemented last summer to restore UPI to profitability. As part of that plan, about 200 employees were laid off. Remaining workers were subjected to a 25-percent pay cut followed by gradual increases in existing levels [presstime, Sept. 1984, p. 64]. The first in that series of phased pay increases, a 10-percent hike, occurred on schedule in December.

"Achieving a profit is a dramatic and tangible step forward for UPI," said Luis G. Nogales, president and chief operating officer.

It demonstrates UPI's "ability to operate within its own means," he said, adding that it is "a clear sign that UPI is on the right path for continued growth in 1985."

"We are working on recapitalizing UPI over the next few months," Nogales said. "We will continue to monitor and improve our financial performance, while developing the substantial marketing and new business opportunities that exist for UPI."

Nogales also said the positive fourth-quarter cash flow "was applied to long-term payout agreements with vendors" such as AT&T. □

Comments accepted on 'marriage mail' trademark

Public comment will be received until Feb. 22 on Advo-System Inc.'s trademark application for the term "marriage mail."

If the U.S. Patent and Trademark Office receives no opposing comment, the trademark likely will go into effect sometime between mid-April and mid-June, officials there said.

Advo filed for the trademark on "marriage mail"—the name it has given its shared-mail program—after working out an agreement with ANPA that also involved the term "TMC." Many newspapers use the latter as shorthand for their total-market-coverage programs.

Under the agreement, Advo would give up its existing trademark on "TMC," and ANPA agreed not to oppose Advo's petition for a trademark on "marriage mail" [presstime, Nov. 1984, p. 48].

Advo's holding a trademark on the term will mean that newspapers may not use it in general reference to shared mail either in their news columns or as a label to services provided.

Advo already has contacted some publications and requested that they refrain from using the term, according to ANPA Counsel Claudia James.

For further information, contact James at The Newspaper Center, Reston, Va. □

Foundation sells its 3 dailies

Public Welfare Foundation Inc. has agreed in principle to sell its three newspapers to The New York Times Co.

The parties did not disclose the price to be paid for the dailies: the Spartanburg (S.C.) Herald-Journal (morning, circulation 47,184), The Tuscaloosa (Ala.) News (evening, 30,634), and the Gadsden (Ala.) Times (evening, 29,007).

Nor would they comment on published reports speculating on the price. One report said the price was more than $115 million; another said it exceeded $150 million. The latter figure would make it one of the highest per-subscriber prices ever paid for a U.S. newspaper, according to industry analysts.

Public Welfare is one of two newspaper-owning private foundations that have a 1989 deadline by which they must, under federal law, sell 50 percent of their newspaper holdings. The other is The Houston Endowment, owner of the Houston Chronicle.

According to President Davis Haines, the Public Welfare Foundation's board decided to sell after an unsuccessful attempt to obtain legislative relief from the divestiture requirement.

A provision that would have changed the law and allowed the two foundations to retain their newspaper holdings was passed by the Senate last year but was dropped from a major tax bill by a House-Senate conference committee [presstime, Aug. 1984, p. 38]. □

Recent acquisitions

Ledger Publications Inc. of Noblesville, Ind., acquired The Noblesville Daily Ledger, circulation 8,819.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Daily Transcript of Dedham, Mass., circulation 11,976, and The News Tribune of Waltham, Mass., daily circulation 13,121.

Tri-County Newspapers Inc., a subsidiary of the Gloucester County Times of Woodbury, N.J., acquired The Star-Beacon of Ashtabula, Ohio, daily circulation 19,843; The News-Herald of Conneaut, Ohio, daily circulation 4,739; the Lake County Telegraph of Painesville, Ohio, daily circulation 17,619; and the Geauga Times Leader of Chardon, Ohio, daily circulation 8,919. □

Cowles stockholder sues directors

Cowles Media Co., which publishes the Minneapolis Star and Tribune, is not for sale. That statement Jan. 10 by Chief Executive Officer and Chairman David Kruidenier was followed a week later by a suit charging five past and current directors with violating their fiduciary duties to stockholders. Kingsley H. Murphy Jr., who controls 17 percent of the stock in the privately held company, seeks damages "in excess of $40 million."

Murphy had announced his intention to sell shortly after an offer was made in November to buy the Des Moines Register & Tribune Co., which was later put up for sale by its directors [presstime, Jan. 1985, p. 66]. The Register & Tribune Co., which also is headed by Kruidenier, owns 12 percent of Cowles Media.

In his statement on the Minneapolis-based company, released jointly with major stockholder John Cowles Jr., Kruidenier said many Cowles family members "feel that, in light of the potential sale of the Des Moines Register and Tribune Co., it is important to make clear that they agree with the board of directors of the Cowles Media Co. that the company is not for sale."

Cowles Media owns three other dailies besides the Minneapolis paper, as well as other media properties. □

USA Today defends inaugural support

The inaugural parade may have been canceled due to freezing winds in the Nation's Capital, but sale of inaugural memorabilia heated up this year, thanks to free advertising in USA Today.

And behind the heat there was smoke, as critics questioned the propriety of a newspaper's signing on as a "sponsor" of a presidential event.

USA Today strongly defended both inauguration "sponsorship" by "The Nation's Newspaper" and the granting of what Charles Overby, communications vice president and special assistant to the chairman of Gannett Co., called "a special rate" for ads for commemorative items sold to help pay for the $12-million event.

Officials of the inaugural committee said the rate was indeed special: free. Between Dec. 28 and Jan. 25, the 1.3-million-circulation paper carried seven full-page and four double-truck color ads. A one-page color ad normally costs about $28,000, Overby said.

He also said inaugurals are "not for one person and one party but for all Americans, and it is our hope we can be associated with inaugurals from now on." □

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Convention program shapes up with presstime 'Fun Run'

The program for the 99th Annual ANPA Convention continues to take shape.

The three-day event in Miami Beach will get off to a running start at 6:30 a.m. Monday, May 6, with a "Fun Run," sponsored by presstime. The two-mile race is open to Convention registrants and their families. Tee shirts will be awarded to all participants completing the run, and prizes will be awarded to the top male and female finishers.

Rep. Dante B. Fascell

In recently announced program additions, U.S. Rep. Dante B. Fascell (D-Fla.), a member of the House Foreign Affairs Committee, will speak at the Tuesday General Session on Latin America [presstime, Jan. 1985, p. 68].

At the same session, several Latin American publishers will talk about their experiences in a panel discussion titled "Publishers Under Fire," arranged by the Inter American Press Association and chaired by Horacio Aguirre, publisher and editor of Diario Las Americas in Miami and immediate past president of IAPA.

Speakers at the Wednesday General Session on libel, privacy and insurance will be: Parker D. Thomson, a member of the Miami law firm of Thomson Zeder Bohrer Werth Adorno & Razook, which represents The Miami Herald; Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group and a member of the Washington, D.C., law firm of Hanson, O'Brien, Birney & Butler; Joseph P. Averill, a Miami lawyer who serves as general counsel to The Miami News and who also represents other media clients; and Katharine P. Darrow, general counsel of The New York Times and chairman of the ANPA Legal Affairs Committee.

The session will be chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard. Estlow, an ANPA director, is chairman of the Newspaper Insurance Advisory Group.

The Wednesday General Session on marketing and advertising, presented by the Newspaper Advertising Bureau, will include segments on national advertising, combating shared mail, technology and "selling strategies."

Topics tentatively scheduled for Convention clinics on Tuesday afternoon are: "R&D, What's New?" addressing such things as innovations in presses and ink; "Human Resources"; "Management and Leadership"; and "Shared Mail."

Registration information was mailed to the Association membership in late January.

Several optional tours are planned before, during and after the Convention. There will be a pre-Convention cruise to the Virgin Islands and five different post-Convention travel packages to the Bahamas, Bermuda and the Caribbean. Included in the registration package is a guide to the Caribbean prepared by The New York Times.

During the Convention, a sightseeing boat cruise and tours of Villa Vizcaya and Fairchild Tropical Gardens will be available. □

ANPA's Ford promoted to manager/technical services

John J. "Jack" Ford has been promoted to manager/technical services in ANPA's Technical Services Department.

John J. Ford

Ford joined the department in 1980 as a production engineer following a 35-year career at newspapers.

He formerly was in charge of the production departments at Calkins Newspapers of Levittown, Pa., Triangle Publications' Research and Development Center of Hightstown, N.J., Easton (Pa.) Publishing Co., and The Trenton (N.J.) Times. □

New member

The Maui News

Wailuku, Hawaii (circulation 16,093). Frances Cameron, publisher. □

An updated look at media and politics

Mass Media and American Politics, first published in 1980, has been updated by the author, Doris A. Graber, professor of political science at the University of Illinois in Chicago.

The text, punctuated with cartoons, charts and the author's research-based observations, includes a new chapter on the role played by the media as policy makers and a new discussion of "Trends in Media Policy." In the latter, Graber writes, "Unless there is a bold attempt to take control of the tides of change, the chances for new information ventures and for retaining a genuinely free press may vanish."

The 388-page, soft-cover book is available for $11.95 from CQ Press, 1414 22nd St. N.W., Washington, D.C. 20037. □

'Responsibilities of Journalism' forum

In a keynote address to a 1982 conference on "The Responsibilities of Journalism," NBC News Correspondent Edwin Newman declared: ". . . no institutional safeguards will protect the public from bad reporting."

Robert Schmuhl, assistant professor of American studies at the University of Notre Dame, where the conference took place, compiled presentations by Newman and others there. The resulting 140-page, hard-cover book, *The Responsibilities of Journalism*, is available for $13.95 from the University of Notre Dame Press, Notre Dame, Ind. 46556. □

Improving writing with word processing

Personal computers are already powerful tools as word processors. But their word-processing function can also be exploited as a means of improving writing, according to David F. Noble and Virginia Noble, authors of *Improving Your Writing with Word Processing*.

The book's focus is on how "macros," or strings of computer commands, can be used on a PC to perform diagnostics on sentence structure, grammar and style to improve unity, order, coherence and development in writing. The "tips" sections review some elements of good style and construction.

The 406-page book is available for $12.95 from Que Corp., 7999 Knue Road, Suite 202, Indianapolis, Ind. 46250. □

ANPA Calendar

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Minorities in the Newspaper Business Conference, sponsored by ANPA Foundation and ASNE
USA Today and the Key Bridge Marriott, Rosslyn, Va., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Boca Raton Hotel and Beach Club, Boca Raton, Fla., Feb. 20

Profiling Newspaper Personnel Management Workshop, sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

MARCH

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Management Development Workshop
Holiday Inn Lake Shore, Chicago, March 4-8

ANPA Legal Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Legal Affairs Committee-ANPA/ABA Task Force joint meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA Advanced Labor Relations Seminar-Letterpress
Marriott's Pavilion Hotel, St. Louis, March 11-12

ANPA Newspaper Quality Control Seminar-Letterpress
The Newspaper Center, Reston, Va., March 11-15

ANPA Conference for Newspaper Men and Wor[illegible]
Hotel del Coronado, San Diego, March 17-20

Strategic Planning Seminar, sponsored by ANPA and INPA
The Houstonian, Houston, March 24-28

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 25-29

APRIL

ANPA Industry Affairs Committee meeting
Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

ANPA

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Letters

Differing with ANPA on cross-ownership ruling

Your November issue quoted ANPA officials that passage of the federal cable bill "means . . . a Connecticut public utility department ruling barring newspaper/cable cross-ownership would be nullified."

The quoted information needs clarification. The DPUC ruling reaffirming Connecticut's long-standing First Amendment position against the cross-ownership of cable franchises by media, including daily newspapers, in the same geographic area, has been reaffirmed, not nullified. It was reaffirmed first by the Connecticut Supreme Court and then by Congress in House Report No. 934, 98th Congress. There the DPUC ruling against Times Mirror Co.'s cross-ownership of cable franchises and The Hartford Courant was specifically mentioned with the statement that no opinion was expressed on substance of the Connecticut litigation. That position has been confirmed in the new federal law, according to our legal counsel.

Another disappointing aspect of your quotation indicates the value ANPA places upon the positions of some of its smaller daily newspaper members. ANPA must have known that five Connecticut association members were active proponents of the DPUC ruling against Times Mirror. ANPA should have been aware that these newspapers strongly felt that the cross-ownership was a violation of First Amendment goals. Yet, ANPA made no effort to recognize in the November issue of presstime the existence of this opposing point of view.

While it was early known in Connecticut that ANPA philosophically differed with its Connecticut members on the issue of cross-ownership, it was not known that ANPA would itself actively lobby for unrestricted cross-ownership, which effectively meant opposition to the Connecticut exemption and support of Times Mirror's position.

Where members of ANPA have differing positions, we would expect that ANPA should not actively and publicly side with one group to defeat the position of other members without, at the very least, discussion of that proposed action with the members concerned. The Connecticut newspapers who are members of ANPA need to be reassured that their position will not again be so overridden.

ANPA now says there was a lack of communication. As we see it, ANPA had the responsibility to communicate its intended congressional activity in 1984 to its Connecticut members. Copies of (ANPA Executive Vice President) Jerry Friedheim's letters to Congressman John Dingell, chairman of the House Committee on Energy and Commerce, dated Jan. 6, 1984, and June 22, 1984, would have helped. Copies went to ANPA committee members including Robert Erburu, George Wilson and Scott Low, but the Connecticut members didn't see them until November, after the federal cable bill was passed.

We look forward to better communication in the future.

Carter H. White
Publisher, Record-Journal
acting for
The Bristol Press
The Herald (New Britain)
Journal Inquirer (Manchester)
New Haven Register and Journal-Courier
Record-Journal (Meriden)

Editor's note: ANPA apologizes for the initial miss in communication on this matter and since has been in proper contact with the Connecticut members involved. On the cross-ownership issue itself, the Association's opposition to a ban on cable/newspaper cross-ownership is in keeping with its longstanding policy position that opposes **all** *government efforts to prohibit newspapers from owning* **any** *other legitimate enterprises.*

Coupon coverage kudos

I think that Marcia Ruth's article in presstime (December) on couponing was the best roundup of information I have yet seen on the subject. It was a first-rate job of reporting on a very complex issue.

Congratulations!

Leo Bogart
Executive vice president
and general manager
Newspaper Advertising Bureau
New York, N.Y.

More 'lingo' from yesterday

I have just read your very interesting article "Newspaper Lingo—A Living Language," in the December issue.

As an ex-compositor in the hot metal days and one who has always been interested in the history of print, I was extremely pleased to think that there are still people in this modern day and age who have time to record what happened before the advent of black boxes and VDUs. . . .

May I be allowed to add a few more names to your list of "all our yesterdays":

Diss: To distribute type back into its case

Chapel: A group of printers. . . . The elected head of a group of printers is called the father.

Printers pie: Not something you eat. When loose type was dropped, a compositor would say he had "pied it"—mixed it all up.

Splash head: The lead article "splashed" across the page. "Banner" in your country.

A hamper: A story trebled or quadrupled across the top or bottom of a page.

Type size names: French names used up to quite recently in England to denote type size—Minion, 6½ pt.; Nonpareil, 6 pt.; Ruby, 5½ pt.

Heads and Tails: The tops and bottoms of pages

Side-stick: A long thin piece of metal used to stop the end characters of loose type falling down.

Way-goose: An annual feast provided by the master printer for his journeymen.

Wrong font: A different type to the one being used. Is sometimes used over here to denote a person who does not mix easily.

Smooting: Working for more than one employer.

The list is endless, but I felt I just had to write and give you a few to add to your collection.

P. H. Stainthorpe
Technical controller
Yorkshire Post Newspapers
Leeds, England

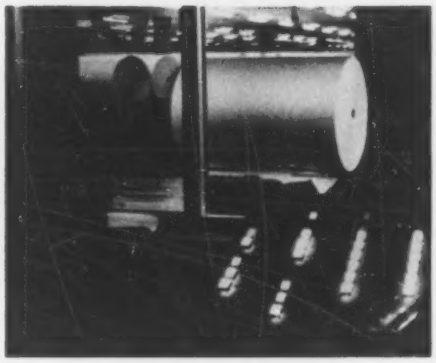
Covering 'small dailies'

I remember how often writers heard complaints and how seldom they heard praise.

So this is a bouquet of roses for the "Small Dailies" article (November). . . . You nicely caught the spirit of what a lot of us are doing out here. I'm pleased to be quoted, of course, and accurately so.

Chris Waddle
Managing editor
The Anniston (Ala.) Star

An Automatic Approach To Newsprint Roll Handling.



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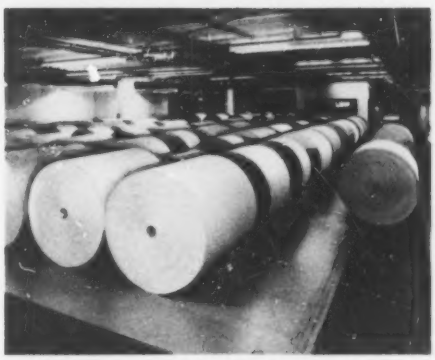

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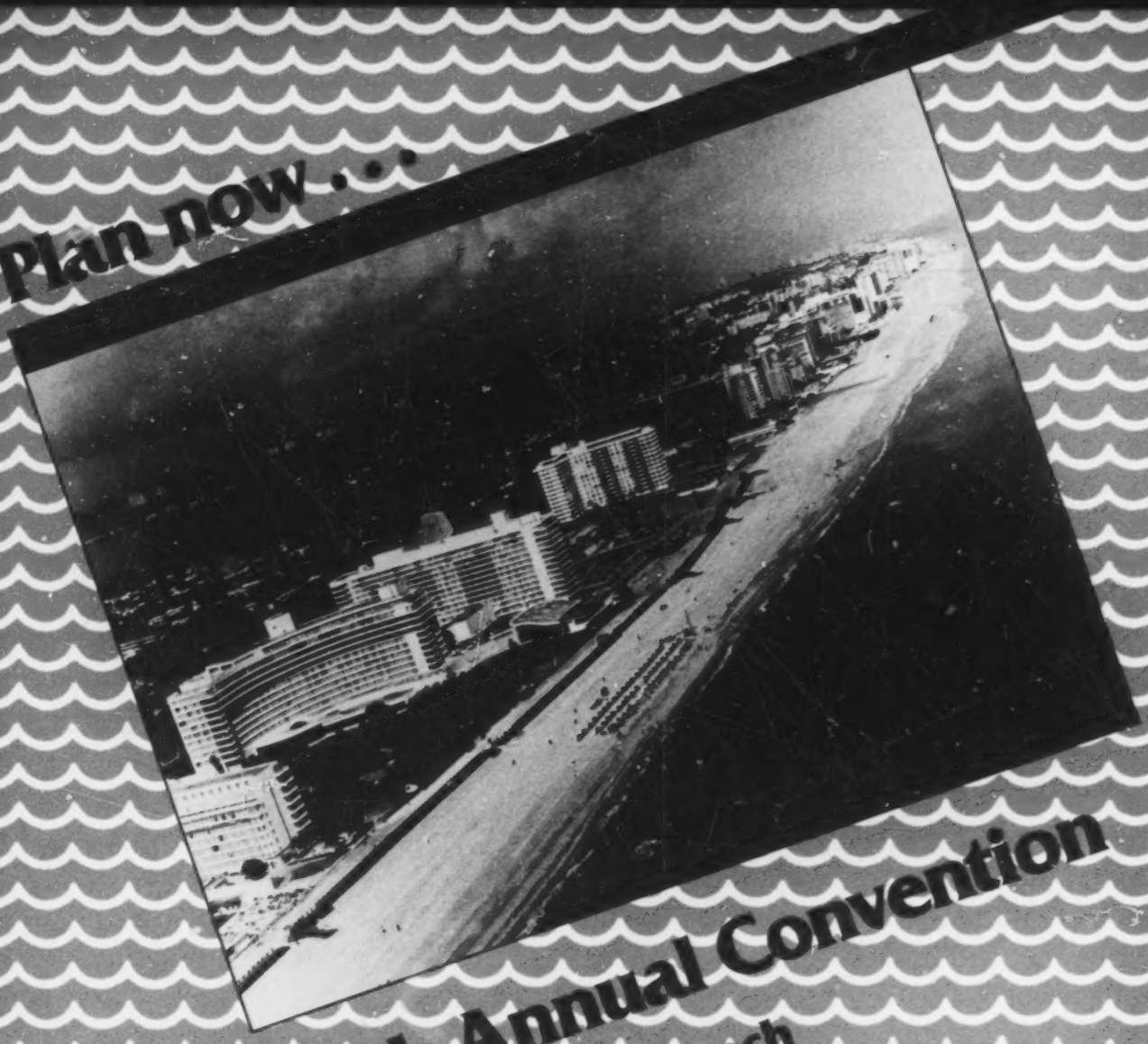


ANPA 99th Annual Convention

May 6-8, Miami Beach
The Fontainebleau Hilton

A slate of prominent U.S. and foreign political figures will highlight the Convention's focus on Latin America. Pre- and post-Convention travel opportunities also are planned.

Registration forms are in the mail.

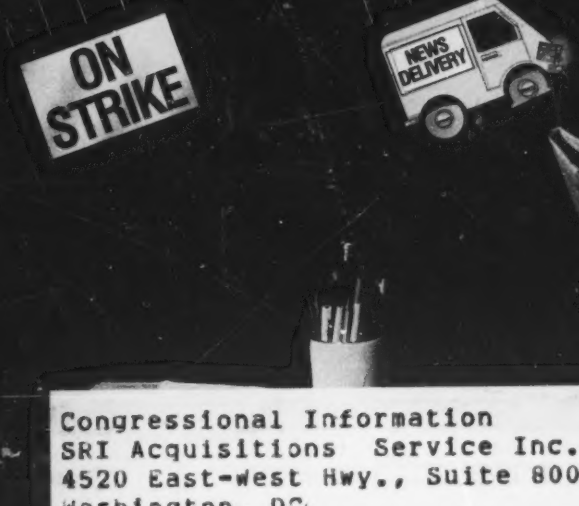
A2350-2

presstime

SPECIAL REPORT

How Newspapers Insure Against Calamities

Circulation Is Bringing In A Greater Share of Revenues



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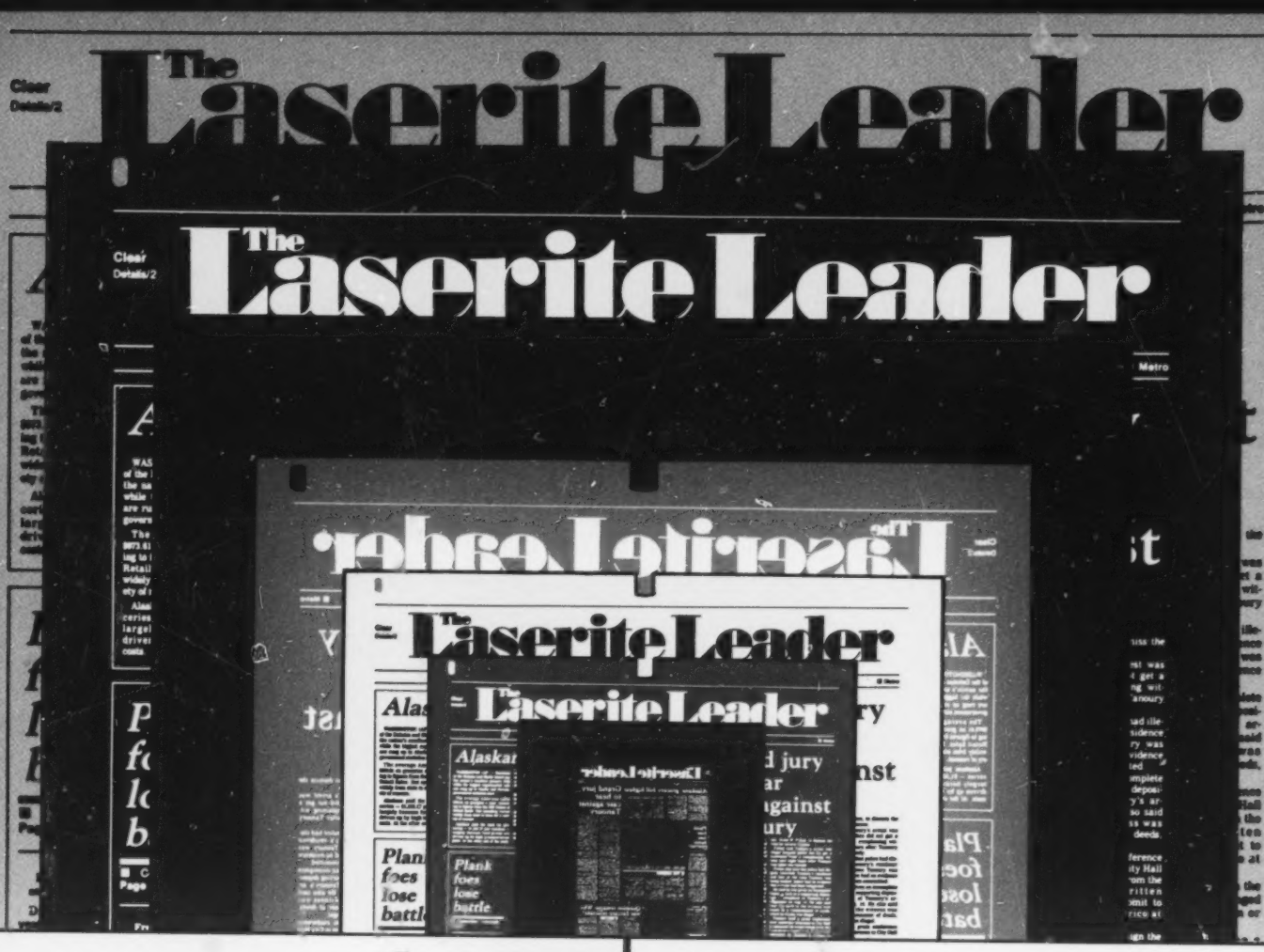

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It's no wonder so many women over the years have developed a loyalty to Polly Bergen.

And your local advertisers probably will develop such a loyalty to your newspaper, once they discover how The Polly Bergen Column can turn those hard-to-reach prospects into easy-to-reach readers.

Perhaps best of all, The Polly Bergen Column is inexpensive, with subscription prices set according to your newspaper's circulation. So call Copley News Service today at 800-445-4555 for samples and rates. In Alaska, California, Hawaii and Canada, call collect to (619) 293-1818. And prepare to boost your readership—and your revenue.

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presstime

INDEX VOLUME 7, NUMBER 3 MARCH 1985

Special Report *Fire and flood were the first calamities against which newspapers wanted to be insured. Later it was strikes. Today, newspapers are seeking protection from all the disasters to which they are vulnerable, both those common to all businesses and those unique to the media, particularly libel suits. But the price is high and going higher, causing increased interest among newspaper executives in insurance. Here is an in-depth look at what kinds of coverage newspapers have, why some papers are shedding some policies and what it all costs.* **16**

Advertising/circulation ratios *At many newspapers, the percentage of revenue supplied by circulation is edging up.* **6**

Inserts' impact *Despite the growth of preprints, and contrary to some fears, the amount of editorial space in U.S. newspapers has grown.* **8**

Second-class service? *The delivery record for second-class mail has declined recently, but publishers can take steps to correct poor postal performance.* **12**

Meet the press *Photographers at The Oregonian in Portland are given exposure to the pressroom to develop their skills in producing color pictures.* **14**

Comparable worth *As the issue of pay equity gains increasing prominence, newspapers are examining their hiring and pay practices.* **24**

Hazard communication *A federal regulation requiring employee training in the use of hazardous chemicals will test newspapers' employee relations.* **26**

Trends in pagination *More vendors are offering more sophisticated machines to do electronic page make-up, while prices have remained the same.* **30**

News councils *A year after the death of the National News Council, the U.S. news media continue to show little appetite for press councils.* **32**

Profile: Edward W. Estlow *His start as small-town publisher gave Scripps-Howard's president the ammunition to become a newspaper troubleshooter.* **33**

Essay: The libel binge *James K. Batten of Knight-Ridder Newspapers Inc. examines trends in libel litigation and how newspapers are reacting to them.* **34**

Movement on minorities *A newspaper-industry steering committee has been formed to help improve newspapers' minority employment record.* **67**

Insurance, p. 16
(Cover art by Wayne Vincent; cover photo by Alan Tepper.)

Circulation revenue, p. 6

Photographers in the pressroom, p. 14

Advertising	41	Employee relations	59	Speeches	64
ANPA calendar	70	Government affairs	36	State and local	38
ANPA news	71	News-editorial	48	Technology	54
Books	61	News research	46	Telecommunications	40
Chairman's corner	4	Newspaper business	67	Training	50
Circulation	44	Newsprint	62	Transportation	63
Education	47	Postal affairs	38	World press	39

CHAIRMAN'S CORNER

ANPA's annual assemblies offer learning opportunities

By now, you should have made your plans and registered for ANPA's two annual meetings. Registration forms for our Miami Beach Convention have been in your hands for several weeks; information about the June Operations Management Conference & Exposition in New Orleans is going out early this month. Because it's only two months until the Convention and three months until the Conference & Exposition, I hope you and your key colleagues already have made reservations and are planning to attend.

Richard J. V. Johnson

Each of us could be away from our offices several days every week if we were to attend every meeting that comes up in this business. And that's why our planning committees have arranged for us programs, speakers, exhibits, and nuts-and-bolts information-exchange opportunities that will make fully worthwhile the time we commit to these learning and sharing experiences at Miami Beach and New Orleans.

At the May 6 to 8 Convention, we'll receive up-to-the-minute reports on issues such as labor trends, AD/SAT, shared mail and flexography.

In addition, we will take advantage of our Florida location to focus on the important events and personalities of Latin America—an arena of both conflict and promise that I think will prove more important to our readers and our economy during the next decade than it ever has before. Leaders such as President Jose Napoleon Duarte of El Salvador and Henry Kissinger have been invited to discuss these and other issues.

And to keep the pace reasonable—in a tradition fostered in the South by SNPA—there will be diversions ranging from the early-morning "presstime Fun Run" to the evening with Henry Mancini—or both—or more. I don't think Alvah Chapman and Dick Capen have told me everything yet!

Then in June, from the 8th to the 12th, we'll have the chance in New Orleans to see exhibited and analyzed the very latest in newspaper equipment, electronics and production techniques. There will be emphasis on all sorts of ways we can enhance our printing quality, our distribution methods and our management processes to better serve our readers and our advertisers.

There is no place else in the world where we can see and touch and mull over as much technology and technique as at our annual OMCE. And I'm sure we can count on our friends from the Gulf Coast to share with us some of their entertainment, as well.

But you and your associates are the *key* ingredients in these affairs. It's ourselves we learn most from. So it is important that you come and that others from your organizations do, too. If you haven't been coming recently, ask some of us why we do attend. We don't do it just to get out to another meeting! We go because we learn; we send others because they grow professionally; we participate because this business never stands still—it's always moving, and ANPA's spring meetings enable us to grow with it.

So I hope you'll join us at this year's meetings. They will be the highlights of our Association's year. And what you see and hear there—and then apply at home—could easily turn out to be the professional highlight of your newspaper's year!

Richard J. V. Johnson
Chairman and President

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Circulation Revenue

BY BARBARA J. FRIEDMAN
presstime staff writer

After a long period when advertising accounted for an ever-increasing share of newspaper dollars, circulation is shedding its image as a lightweight source of revenue.

At many newspapers, the circulation side of the advertising/circulation ratio is gradually growing. The shift seems to reflect advertisers' heightened sensitivity to rate increases as well as publishers' belief that readers should pay more of the cost of producing and distributing newspapers.

"I would guess overall we're moving toward a higher circulation revenue percentage," says industry observer Benjamin M. Compaine of Harvard University. Many others agree.

Vance Caesar, chairman of ANPA's Readership and Circulation Task Force, predicts that by the end of the decade, single-copy prices of 50 cents daily and $1 Sunday—double last year's predominant prices—"will become the norm."

But the movement toward more agressive circulation pricing is far from universal. Newspapers in head-to-head competition are among the exceptions, and that includes Caesar's paper, the Press Telegram of Long Beach, Calif., where he is senior vice president/general manager. It is "atypical," he says, because it faces competition from four other dailies.

Circulation's percentage of newspaper revenue has bounced up and down since the turn of the century. In the 1920s, its share declined from about a third to about a quarter of newspaper revenues. In the late 1930s, advertising losses and higher newspaper prices—up to an average of 3 cents for single copies and 20 cents for weekly delivery—pushed circulation revenue back to one-third.

That industry rule of thumb of two-thirds' revenue from advertising, one-third from circulation, endured for many years, especially at smaller newspapers drawing on a more limited advertising base.

It finally gave way as inflation drastically changed newspaper economics. Although single-copy and subscription prices rose repeatedly in the inflation-scarred 1970s against a backdrop of declining, then flat, U.S. daily circulation, they did not keep pace with advertising revenues.

Advertising revenues accelerated rapidly, leaving circulation by the decade's end with only about a one-fifth share in the industry-wide advertising/circulation ratio.

Then circulation began staging a comeback. Its share of the average advertising/circulation ratio grew yearly—going from 20.1 percent in 1979 to 21.8 percent in 1983 (the last year for which figures are available), according to an average for about 350 newspapers participating in the Inland Daily Press Association's annual Cost and Revenue Study.

The comeback reflects a steady stream of circulation price increases. As recently as 1974, the most common price of U.S. and Canadian newspapers was a dime weekdays and a quarter on Sunday. It's now a quarter daily and a half-dollar on Sunday. (See story, p. 44.)

"At 25 cents, we compare exceptionally favorably with such products as a soft drink, a candy bar, a telephone call," says Tom Johnson, publisher and chief executive officer of the Los Angeles Times and president of the Newspaper Advertising Bureau. "We are underpriced compared with our value, the excellence of our delivery system and with virtually every other product on the market today."

With that view gaining currency, and perhaps spurred by some noteworthy examples—such as the Wall Street Journal's hike to 50-cents-a-copy—a more aggressive circulation pricing philosophy seems to be forming. This despite traditional concern about at least the initial loss of sales that follows many such increases and a more recent concern with competition from free-distribution papers.

Reasons for shift. Christine D. Urban, president of the marketing firm Urban & Associates Inc., is another newspaper observer who predicts that readers in the late 1980s will account for a still-bigger portion of newspaper dollars.

How this projected trend applies to a given situation will depend, she says, on the extent of improvements in a newspaper and its strategies, such as total-market-coverage programs, to attract advertisers. Urban also says her projection does not apply to markets with more than one newspaper regularly covering local news.

Like Harvard's Compaine, her logic also considers downward pressure on preprint ad rates because of competition from direct mail and readers' perception that newspapers are a good buy without easy substitutes.

Urban suggests that at many newspapers, higher prices will not drive away proportionately more paying readers. "If you're talking about taking the paper up a nickel versus a dime, what I'm saying is the dime is not going to hurt you twice as much as the nickel."

Caesar also sees movement toward circulation as a higher percentage of industry revenues because "We can increase circulation rates faster than we can advertising rates."

He cites several reasons:

- Pressure from competitors like direct mailers will militate against sizable increases in advertising rates.
- Readers in many areas have only one

A steady stream of price increases is helping circulation revenue make a perceptible comeback as a share of advertising/circulation revenue ratio. Some experts see the trend continuing through the rest of the '80s.

local newspaper available, allowing the paper to charge what the market will bear.

• Publishers are aiming more at pleasing selected groups of readers and less at producing massive circulation figures. Spruced up and full of special sections, newspapers expect to command higher prices.

An industry analyst, Bruce Thorpe, reports he has "heard enough rumblings" at companies to expect this year "more aggressive (circulation) prices than we've seen in a number of years."

Thorpe, of the brokerage firm Lynch, Ryan & Jones in Washington, D.C., suggests two reasons why this is so: a strong U.S. economy and a shift in publishers' perceptions of newspapers' public appeal. Three years ago, he says, "a real fear" of an electronic substitute for newspapers was holding back price increases. That fear has evaporated, he says.

Charles Wilson, Observer-Reporter, Washington, Pa.

Subscriptions account for 80 percent of circulation revenue.

Pricing strategies. Still, ideas vary broadly about how newspapers should be priced and how large a share circulation should contribute to total revenues.

By design, some papers keep circulation prices low. They focus on increasing penetration and rely on advertising to do nearly all the work of bringing in money. Others spread the load more evenly. The mixes are as diverse as the local markets that support newspapers.

William J. Keating, Gannett Co. senior vice president and president of its Newspaper Division, says 31 of the company's 85 dailies raised single-copy prices from 25 to 35 cents in the last two years. He says "a few more" will follow in 1985. Newspaper readers, he says, are less sensitive to price increases than five to 10 years ago.

But he does not see Gannett moving far from a ratio where circulation supplies about 25 percent. That, for Keating, is the industry rule of thumb, and he does not expect it to budge soon more than 1 or 2 percent. Possibly, circulation's share might reach 30 percent, he says, but "it hasn't happened at Gannett."

The range of pricing strategies among newspapers is illustrated by the experience at four other newspapers contacted by presstime, where the recent contribution of circulation revenue ranged from 11 percent to an estimated 25 to 30 percent. Only one of the four has seen circulation's share increase in the last year. That was in Madison, Wis., where the two daily newspapers are under common ownership.

The pace of circulation revenue growth of Madison Newspapers Inc. has accelerated for five to 10 years but has slowed in recent years, says General Manager Phil Blake.

The company owns the Wisconsin State Journal and Capital Times, which raised single-copy prices from 30 cents to 35 cents last June, the second nickel increase in about three years. The Sunday edition of the Wisconsin State Journal sells for $1 compared with 50 cents 10 years ago.

Circulation now provides 25 to 30 percent of the company's newspaper revenues, Blake says, partly because of sharply rising sales of Sunday papers even at $1 a copy. "Look at the amount of information in a Sunday newspaper relative to (news) magazines. It's a bargain." (The cover prices of Time and Newsweek are $1.95 and $1.75, respectively.)

Blake reports that in Madison, resistance by advertisers to ad-rate increases has not been a factor in the decision to turn to readers for more revenue.

In Washington, Pa., where the Observer-Reporter also enjoys non-competitive local status, circulation prices have risen in 5-cent increments over the past dozen years, going from a nickel to a quarter.

The last two increases in single-copy prices occurred in 1979 and 1983. Following the 1979 increase, circulation's share reached a recent peak of 28.5 percent. By last year, as advertising revenues increased because of a TMC program, zoned editions and other factors, the percentage dropped to 25 percent.

Unlike many people in the business, the company's vice president and treasurer, Edward R. DeVoge, would like to see his paper's circulation's share shrink even more. DeVoge, who is also president of the International Newspaper Financial Executives, describes his paper's 1984 revenue experience as "movement in the proper direction of advertising picking up a bigger share."

In contrast to the Madison and Washington newspapers, those in Long Beach and St. Petersburg face newspaper competition. Circulation prices there have not risen as fast as in many other locations.

The competition in Long Beach helps put out of reach for the Press-Telegram the higher circulation share Caesar projects for the newspaper business generally.

Circulation is accounting for about 20 percent of the advertising/circulation revenue at the Press-Telegram. Caesar says the 25-cent price for single copies—which are 30 percent of papers sold—has held since about 1980, while subscription rates have risen in four of the last five years.

Advertising revenue growth, buoyed by rate increases of about 4 percent in 1984 and about 5 percent already this year, has kept pace with circulation revenue growth.

In St. Petersburg, the Times and the Evening Independent have raised circulation prices only once the past five years. And John H. O'Hearn, executive vice president and general manager, says he hopes to boost them "as infrequently as possible."

In contrast to its stand-fast approach to circulation prices, the St. Petersburg dailies raised ad rates in each of the last 10 years after no increases in the early 1970s. O'Hearn says ad rates have climbed as much as 15 percent in a year, "perhaps even more than that," and a minimum of 3 or 4 percent.

The combined pricing picture—relatively stable circulation prices and increasing advertising rates—has caused circulation to dwindle as a percentage of Times Co. newspaper revenues. Since 1979, he reports, it has dropped from about 16 to 11 percent of the total.

"We will take a little less in circulation revenue provided we can give the advertiser (the penetration) he needs and wants," O'Hearn says. □

Both news and advertising expand as the newspaper gets fatter

BY LEO BOGART

Competition from shared mail is at the center of attention for newspaper managements, and with good reason. Economical postage rates have posed a direct competitive threat to newspaper inserts, which draw 14 percent of all advertiser expenditures in newspapers and account for 7 percent of newspaper advertising revenues.

The distinction between what advertisers spend and what newspapers take in is critical, for more than half of the total spending is for paper, production and shipment charges, and less than half goes to newspapers to cover distribution costs. The need to remain competitive with the mailers has forced newspapers to look more closely at the economics of handling preprinted advertising, and at the proper allocation of general operational and editorial expenses in setting insert rates relative to those for ROP ads.

The rise of preprinted inserts reflects the growth of chains in every branch of the retail business and the centralization of merchandising and promotion activities at chain headquarters. The movement of run-of-paper advertising into inserts is apparent not only among retailers but also in the case of national grocery-products advertising. Like retail ads, national food ads with coupons add substantial value to the newspaper for its readers. Thus the switch to inserts has changed the nature of the newspaper's basic information mix and altered its appearance.

Editors have been concerned about the effects on the newshole. Circulation and production executives have faced new problems in the mailroom and with the carrier force in assembling and distributing a heavier and more complex package. And the advertising department has had to worry about competition based on a straightforward cost per thousand, without regard to the subtler values that newspaper ads borrow from their surrounding editorial environment.

We can appraise the effects of inserts realistically by examining the changes in the sheer number of pages distributed by newspapers in the last half-dozen years. (The last year for which data are available is 1983.) For this purpose, inserts—regardless of their actual size and shape—have been converted into standard broadsheet pages. Our analysis covers 164 U.S. daily newspapers (counting a.m. and p.m. combinations individually) with a weekday circulation of 100,000 and over. These papers account for 56 percent of total circulation, for 70 percent of total advertising, and for 84 percent of national advertising.

Contrary to fears, the number of editorial pages grew on weekdays and Sundays.

Leo Bogart

The analysis is based on Media Records figures, supplemented by reports from newspaper groups and associations, and from responses to the Newspaper Advertising Bureau's annual survey of advertising volume and rate practices.

During the six years 1977-1983, daily circulation remained stagnant, while Sunday circulation increased by 8 percent. Reflecting the chicken-egg relationship of circulation and advertising, the bulk of the Sunday paper grew at a faster rate than that of the daily paper during this period.

Of all the pages newspapers carry, 37 percent appear in the Sunday editions. Including inserts, a typical metropolitan Sunday paper today carries 265 pages (50 percent more than six years ago); a typical daily, 76 (up by one-third). Advertising of all kinds, including preprints and house ads, grew at a slightly faster rate than the paper's total bulk on Sundays, and at a slightly lesser rate on weekdays.

Inserts represent the newspaper's fastest growing component. Between 1977 and 1983, the number of preprint ad pages grew by 147 percent on Sundays and by 111 percent on weekdays; ROP advertis-

Bogart is executive vice president and general manager of the Newspaper Advertising Bureau.

NEWSPAPER CONTENT

	Weekday		Sunday	
	1977	1983	1977	1983
All Advertising	61.9%	60.5%	66.6%	68.0%
ROP				
Display	32.3	23.7	36.7	30.6
Classified	18.5	19.2	17.9	17.7
House Ads	2.1	3.1	1.5	2.1
Preprint	11.1	17.6	12.0	19.7
Editorial	36.0	36.4	31.9	29.9
	100.0%	100.0%	100.0%	100.0%
(Total pages)	(56.9)	(75.5)	(177.0)	(265.0)

Sources: Media Records, newspaper groups and associations, NAB

ing grew by 32 percent and 12 percent, respectively. Today, inserts account for 20 percent of the page volume of the typical metropolitan Sunday paper and for 18 percent of weekday volume.

Contrary to some fears, the number of pages of editorial matter grew by 34 percent on weekdays and by 40 percent on Sundays in this period, which coincided with the Newspaper Readership Project and a substantial amount of editorial ferment and innovation.

As a percentage of total pages, the newshole held steady at 36 percent on weekdays and went from 32 to 30 percent in the greatly expanded Sunday paper. However, if we forget about inserts and consider just the basic ROP product, the Sunday newshole rose from 36 percent to 37 percent and the weekday newshole went from 41 percent to 44 percent. The reader is today receiving a larger and more comprehensive news product than ever, along with more ads.

Has insert volume come out of ROP? Since 1977, total ROP advertising is up by 12 percent on weekdays and by 32 percent on Sundays, so it is easy to say that newspapers would be growing respectably even if all their insert business disappeared. That would be a misleading inference.

ROP advertising has been saved by the growth of classified, up by a hefty 38 percent on weekdays and by 48 percent on Sundays. Display grew by 25 percent on Sundays, but this category actually declined by 3 percent on weekdays.

It is true that new ROP advertisers have emerged, like computer stores and video rental shops. Moreover, newspaper zoned editions have been able to attract some small businesses that would never before have advertised full run.

But the rise of such new advertising categories does not really compensate for the shift of major retail and national food advertisers into inserts. While classified today represents a unique preserve for newspaper ROP, in the future it will not be invulnerable from new forms of competition, both print and electronic.

The newspaper's traditional mix of news and ROP advertising seems well worth preserving. Newspapers will hold on to their ROP display advertisers, or win them back, by:

- Enhancing their color capabilities to a quality comparable to that of preprints
- Building subscriber/non-subscriber information files that facilitate the distribution of Total Market Coverage products, and
- Rebuilding circulation penetration to the levels that mass advertisers deem essential. □

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2ND-CLASS DELIVERY

When they speak candidly, postal officials acknowledge that delivery is deteriorating, but publishers can address the problem

BY TONDA F. RUSH

In an age when a newspaper can be satellite-beamed from Washington, D.C. to Lawrence, Kan., in minutes and a shared-mail package appears to get overnight delivery, newspaper publishers are left to wonder: Why does it take a week for a daily newspaper to go by second-class from Missouri to Florida?

When the U.S. Postal Service is queried, answers range from a newspaper's sorting problems to a postal contractor's dumping bags of mail at the wrong mail facility. But in recent months, candid postal officials give this response: Delivery has deteriorated. What's more, it is likely to get worse before it gets better.

ANPA surveys indicate that between 6 and 10 percent of U.S. daily newspaper circulation is mailed. A much larger percentage of weeklies is delivered by postal workers.

Regardless of proportion, late deliveries in otherwise reliable distribution systems are the proverbial pea under the mattress.

When subscribers and advertisers start to complain, postal officials often hear the noise first. With work by both publisher and post office, individual problems may be corrected.

Even so, large national users of second-class mail report that in the past eight months, on-time deliveries have dropped as many as 10 percentage points in some regions and have generally declined nationally.

After numerous complaints from a Helena, Mont., subscriber whose New York Times suddenly began to show up late, Circulation Director Frank Innelli asked USPS for help. When a USPS official called for details, Innelli scanned his distribution lists and found that the subscriber had canceled.

While distant newspaper delivery by mail has always been nettlesome, the recent deterioration in national service has been unusually bad. Postal officials say they hope to correct the problems before local delivery suffers as well, but goals and deadlines for improvement, if set, remain a postal secret.

There are a number of reasons for the snarls of late—none the fault or responsibility of publishers who seem to have borne a considerable share of the result.

- Postal volumes have grown dramatically, from 106 billion pieces in 1980 to 131 billion pieces last year. The largest growing class of mail, bulk business mail, or BBM, is responsible for much of the increase. The postal system is scrambling to absorb the new work, but some postal policy people, like Board of Governors Chairman John R. McKean, have begun to voice concern over whether the surge of bargain-priced mail is having a deleterious effect on the postal system.
- As a direct result of BBM growth, USPS announced in February 1984 that all *regular* second-class mail, mostly monthly magazines would be moved out of the bulk-mail-center system and into the surface-mail *preferential* network in which time-valued newspapers had moved.

Many mailers doubted whether general post offices, most of which had loading docks and work rooms built in less-harried times, could take the new volume. To complicate matters, many magazine publishers waited until just before the Jan. 1, 1985, implementation deadline to switch over to the so-called "pref" network. The Postal Service, which had allowed a nine-month transition period, had to adjust to what turned out to be an abrupt change.

- In an effort to cut down on overtime, USPS tries to economize on weekend staffing, leaving some facilities short of personnel at a time when a great deal of second-class mail—especially news magazines—comes in for processing. Backlogs can result in delays for newspapers as workers struggle to catch up.

As if all of these difficulties weren't enough, the new postal rates, which took effect Feb. 17, will create a new swelling of

Rush, ANPA counsel/government affairs, handles second-class postal matters for ANPA.

postal problems.

The old second-class rates, based upon weight and distance, encouraged publishers to hire non-postal transportation firms to deliver to distant post offices where mail could be entered more cheaply. A pound of newspapers that would cost 17.1 cents to be mailed to the next county would cost 38.3 cents if mailed across the country, a 21.2-cent differential.

The new rates narrow the differential to 13.1 cents. A pound of newspapers that costs 15.8 cents to be mailed to the next county costs 28.9 cents to send across the country. Result? Publishers are firing their own contractors and hiring the post office to do their hauling.

Postal management appears to be unaware of the likely result. Publishers are being encouraged to continue to "drop ship," but many report that it is no longer economical to keep open 30 to 60 entry points. Magazines, meanwhile, will begin to fill postal trucks and, likewise, the "pref" network. The impact on time-valued newspapers could be felt immediately.

What can a publisher do about the problem before his own "pref" network gets swollen with complaints? Here are five suggestions:

1. Know where your mail goes after it leaves your hands. Get acquainted with sectional center managers, the mail processing heads, and the nearest USPS transportation management office. If your mail is being delayed because it is on the front of a truck instead of the tail when unloading time comes, the transportation management office will know. You may not find out unless you ask.

2. Sort all of your mail to the finest point possible, even if you don't qualify for a discount in doing it. Try for sorting by carrier whenever possible—even by the individual carrier's walk-sequence if you have the resources. Local postal personnel will help you obtain the data you need.

3. If your out-of-state mailing list is labeled and assembled according to state labeling lists, you may want to ask local USPS transportation managers if sorting to the more complex, optional, state-distribution-center list would help. Such action requires your circulation department to keep up with changing ZIP codes, among other tasks, but it has been reported to aid delivery in some cases.

4. Remember the squeaky wheel. Document complaints. Register them loud and long not only to local postmasters but also to regional postal staffs and USPS headquarters in Washington, D.C. Insist upon corrections, and let your subscribers know where the problem lies and what is being done about it.

5. When complaints don't get results, notify ANPA. Data from members help to prove the need for systematic corrections. If local postal officials can't correct problems, national ones may be able to. Let us add ANPA's voice to yours. □

Budget ax may fall on subsidies

President Reagan's proposal to eliminate all budget subsidies for preferred mail could have a major adverse impact on newspapers, experts say. W. Terry Maguire, ANPA vice president and general counsel, said the proposal would affect newspapers mainly in two ways:

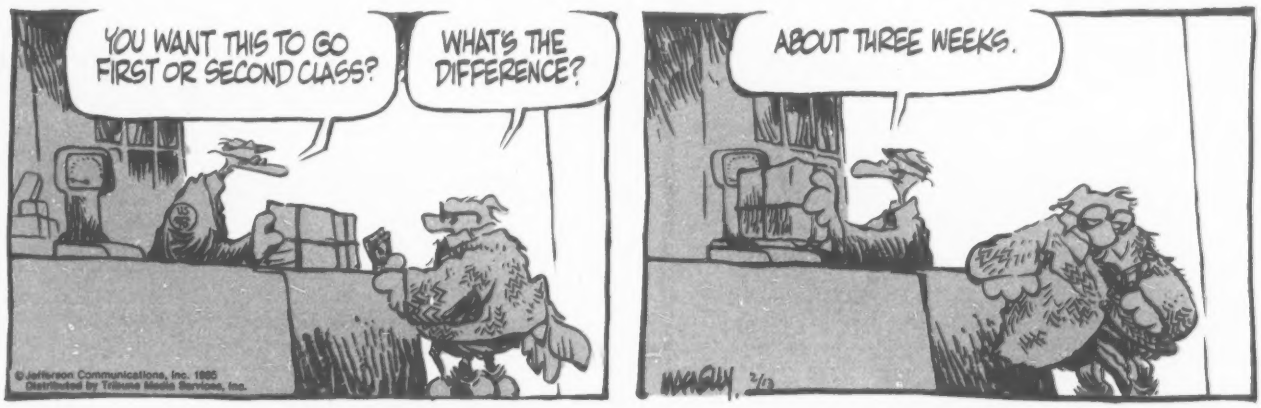
- It immediately would move all in-county, second-class rates to the final level in the 16-step phasing plan adopted as part of the Postal Reorganization Act in 1970. The phasing schedule was designed to permit a gradual end to the subsidy for direct costs of preferred mail such as in-county newspapers. Rates currently are at annual step 14.
- It would eliminate another subsidy built into the law for overhead costs of preferred mail.

Moreover, Reagan has recommended retaining subsidies for non-profit, bulk third-class mail. Maguire said that all other mailers would foot the bill for that subsidy.

Maguire said at a Feb. 13 meeting of the ANPA Postal Committee in Washington, D.C., that Reagan's proposal overall is "the most radical proposal we've seen in the last 14 years." He tempered his remarks by noting that Reagan previously has proposed cutting postal subsidies and that Congress has always disagreed. Compromises have resulted.

However, Committee Chairman W. Gilbert Faulk Jr. of Dow Jones & Co. noted that Congress—under pressure to curb federal deficits—may take more heed of administration requests this year.

'Shoe' **By Jeff MacNelly**


YOU WANT THIS TO GO FIRST OR SECOND CLASS?
WHAT'S THE DIFFERENCE?
ABOUT THREE WEEKS.
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Photographers focus on the back shop
HANDS ON

BY PAUL KRUGLINSKI
presstime technical writer

"Hands on" training is based on the belief that involving people directly in the graphic arts process gives them a better perspective on the capabilities of production equipment.

The Oregonian of Portland has taken the hands-on training concept to another level: bringing photographers into the pressroom to show what can or cannot be done in production to create quality process-color news photos.

The program, believed to be the first of its kind, grew out of the newspaper's decision 18 months ago to run more color.

C. David Rambo

Photographers' pressroom training can improve color-photo quality.

According to James J. Rogers, director of production, supervisors from various departments met regularly to develop guidelines for improving color quality throughout the paper. Some noted that most photographer complaints about reproduction of their color shots reflected naiveté about the production process.

"It was decided that it would be a good idea for the photographers to work on the press," Rogers says. "The idea was to have them work on their own pictures."

The initial training involved about half the paper's 20 photographers working on advanced sections of the paper containing photos they shot. The newspaper is planning to send the rest of the staff through the daylong program, and photographers hired in the future also may get the training.

The first group got an introduction into every step of the production process, from making direct-screen separations to adjusting the computer-set ink densities on the paper's Goss Metro offset press.

"There were things the photographers were able to see that they weren't aware of before. And I think our editorial color has improved significantly," Rogers says.

For example, the photographers learned firsthand of the limitations of color correction once separations are produced, plated and put on the press.

"After the press was up and running, the photographers were allowed to turn colors up and down to see what happens," Rogers explains. "They found out there was very little adjusting that could be done with color inks to compensate for a problem without altering something else in the picture."

The program also got kudos from the photography staff.

"It saves a lot of griping," observes Chief Photographer Jim Vincent. "The photographers gained insight into other people's problems."

Vincent notes that much finger-pointing goes on when color pictures don't reproduce well. In addition, he points out that while photojournalism curricula may teach camera buffs how to take and print a good shot, most don't provide the graphic-arts dimension at the heart of the reproduction process.

"Even with a black-and-white photograph," he says, "what prints well on (photographic) paper doesn't necessarily print well on newsprint."

Since the program was instituted, the photographers have switched color films from Kodak Ektachrome to Fuji on half the shots to adjust for undersirable background hues. And in part because of the photographers' urging, the paper began daily use of high-quality color inks that had been set aside for special sections.

Vincent also says his staffers "tend to lean toward underexposing now. They learned they can't overexpose" and expect good-quality color reproduction. They also take more pains in choosing backgrounds and scenes.

Vincent's counterparts at other newspapers around the country say they are intrigued by the Portland example.

"Being aware of other people's problems and limitations is a path to glory" in running process color, says C. Thomas Hardin, director of photography for The Courier-Journal and The Louisville (Ky.) Times, who is also president of the National Press Photographers Association.

"As far as photographers' going to the pressroom (is concerned), I would applaud it," says George E. Sweers, director of news illustration for the St. Petersburg Times and Evening Independent. "Photographers need to understand that slides that project like a million dollars may not print well."

Warren Skipper, quality assurance coordinator for The Orlando Sentinel, puts it this way: "We can't change the way the press operates, so the photographers have to change what they're doing. And there's nowhere in the country where photographers are being taught how to shoot pictures for newspapers."

ANPA trainers also praise the concept, and they are studying the possibility of adapting it for the Association's hands-on technical training program in Reston.

According to Arthur M. Boudreau, manager/technical training, one proposal being studied is a seminar in which newspaper photographers would go through the step-by-step process of converting a color shot into a printed halftone.

"The photographers could take shots under a variety of controlled conditions and see how the pictures would ultimately reproduce," says Boudreau. "Because everything would be done here at The Newspaper Center, in a laboratory setting, they would receive immediate feedback on the fruits of their labors." □

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INSURANCE

The cost of protecting a newspaper from disaster is on the rise as casualty firms respond to losses. Meanwhile, there is new interest in an unavoidable business expense.

BY CLARK NEWSOM
presstime staff writer

The pressroom can be damaged in a fire. A strike can bring publication to a halt. Newsprint can be damaged in shipment. A delivery vehicle can skid into a tree. The newsroom can be hit with a multi-million-dollar libel judgment. The advertising department can lose advertising when floodwaters inundate a supermarket. The editor can be kidnapped.

For these and many other potential calamities, newspapers buy business insurance.

Although the need for such protection is not often thought of as a substantial cost of publishing newspapers, insurance costs are considerable, and they are escalating at a tremendous rate, led by skyrocketing libel premiums.

In some instances, business-insurance costs approach 1 percent of a newspaper's total expenses—and that doesn't include coverage for employees as individuals, such as health, life and disability insurance, and workers' compensation. Adding in those costs can bring the insurance figure to 5 percent or more of a newspaper's budget—or about as much as might be spent on postage, telephone service, utilities, ink and plant maintenance combined. (See story, p. 22.)

Under normal market conditions, an independently owned, 50,000-circulation daily would expect to pay about $55,000 in general casualty premiums this year, according to an estimate by John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay. This includes insurance for business interruption and general liability but not workers' compensation, health care or specialized casualty policies covering libel cases and strikes.

"But under present market conditions," Crout says, "the volatility of the marketplace is such that the general casualty-insurance premiums could be $65,000, $75,000 or $85,000 instead of $55,000. This is nothing more than the cyclical swing associated with the marketplace. They'll see when they get their renewals."

Workers' compensation can add from $25,000 to $60,000 to insurance premiums, depending upon the state involved. Strike insurance would cost about $18,000, and libel insurance might be another $7,000, according to Crout and other sources.

Newspapers under group ownership are not comparable to the example of the 50,000-circulation independent paper because insurance is bought as one entity, notes Gannett Co. Vice President and Treasurer Jimmy L. Thomas. Also, he says, the groups can handle larger deductibles, and there is less administrative expense for the insurer to service one account.

But for newspapers of all sizes and forms of ownership, insurance is a subject of heightened interest because of the rising costs as well as changing circumstances:

- On the real and property insurance side, the increases in premiums will average 20 to 25 percent this year, according to insurance specialists. Coverage above primary insurance—known as "umbrella excess"—costs two to three times as much as it did only last year.
- Libel insurance premiums are increasing as much as 200 percent this year. Its emergence as a hot topic for newspaper publishers prompted the ANPA Convention Arrangements Committee to schedule a segment on it during the last day of the May 6-8 Convention in Miami Beach.
- Some newspapers are dropping strike insurance coverage because of the relative labor peace that has existed in the industry in recent years.
- The use of First Amendment insurance is expanding from the newsroom to newsracks.
- Self-insurance is being examined as an alternative to standard coverage in some areas of newspaper operations.

Why are insurance costs suddenly soaring?

H. Michael Tyson, vice president/administration for the Houston Chronicle, says it's because a price war in commercial insurance that had been going on for a number of years ended last summer.

"Poor underwriting experience and declining interest rates" that lowered insurance companies' investment income brought

the price war to a halt, he explains. Casualty companies have "tightened up" and are charging higher premiums, says Tyson, who is chairman of the International Newspaper Financial Executives' Insurance and Benefits Committee.

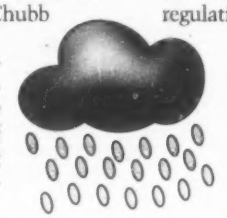
Sean Mooney, economist for the New York City-based Insurance Information Institute, notes that the casualty insurance industry had its worst year ever in 1984, suffering an estimated pre-tax operating loss of $3.55 billion. Put another way, for every $1 collected in premiums by the industry, it paid out $1.18 in claims and expenses. In contrast, the industry earned $6 billion in 1983.

John Cook, a spokesman for the Washington, D.C.-based American Insurance Association, says the casualty business runs in historical cycles. "It's not an annual cycle—it could be a 10-year cycle," he says. "There are loss years when the companies increase premiums until they get in the black, however long that may take."

"The industry, generally speaking, has contracted," observes Thomas R. Cornwell, assistant vice president of the Chubb Group of Insurance Companies.

Charles E. Rizzo, corporate risk manager of Cincinnati-based Scripps-Howard, reports that his company's casualty insurance program was recently placed with CNA Insurance Cos. "Our change of insurance carrier was primarily due to the fact that our previous carrier withdrew from writing insurance on national accounts," he says.

Edward F. O'Donnell, insurance accountant for The Providence Journal Co., says that for newspapers, it boils down to this: "We've gone from a buyer's market to a seller's market."



History. The insurance industry in the United States as a whole, including all types from life to libel, has grown to a $904-billion industry in total assets since 1752 when Benjamin Franklin—also a publishing pioneer—established the first successful U.S. insurance company.

Fire insurance was the primary concern of newspapers in the old days. Also, because many newspaper plants were located on rivers, flood insurance was standard.

Strike insurance was available in the 1920s from U.S. casualty companies that had reinsurance agreements with Lloyd's of London's underwriting members. Reinsurance is the assumption of all or part of a risk undertaken by another party.

This form of strike insurance ceased to exist in the early 1930s with the advent of the Great Depression and the attendant labor unrest. By the mid-'30s, however, newspapers became concerned about the lack of strike insurance. That interest was aroused by a number of events, such as the founding of the American Newspaper Guild (now The Newspaper Guild) in 1933, the increasing belligerency of the International Typographical Union, and passage of legislation in 1935 that created the forerunner of the National Labor Relations Board and guaranteed employees the right to bargain collectively.

Before the end of the decade, a group of publishers had begun to explore the possibility of creating a newspaper strike fund. In 1939, an independent newspaper strike insurance committee was formed to serve as a liaison between ANPA-member newspapers and the underwriters in London that wrote strike insurance. Strike insurance provided by the fund was first offered newspapers for the plan year 1939-40 and 93 papers signed up. Lloyd's carried 50 percent of the reinsurance, and the other 50 percent was spread among insurance companies in the United States and England.

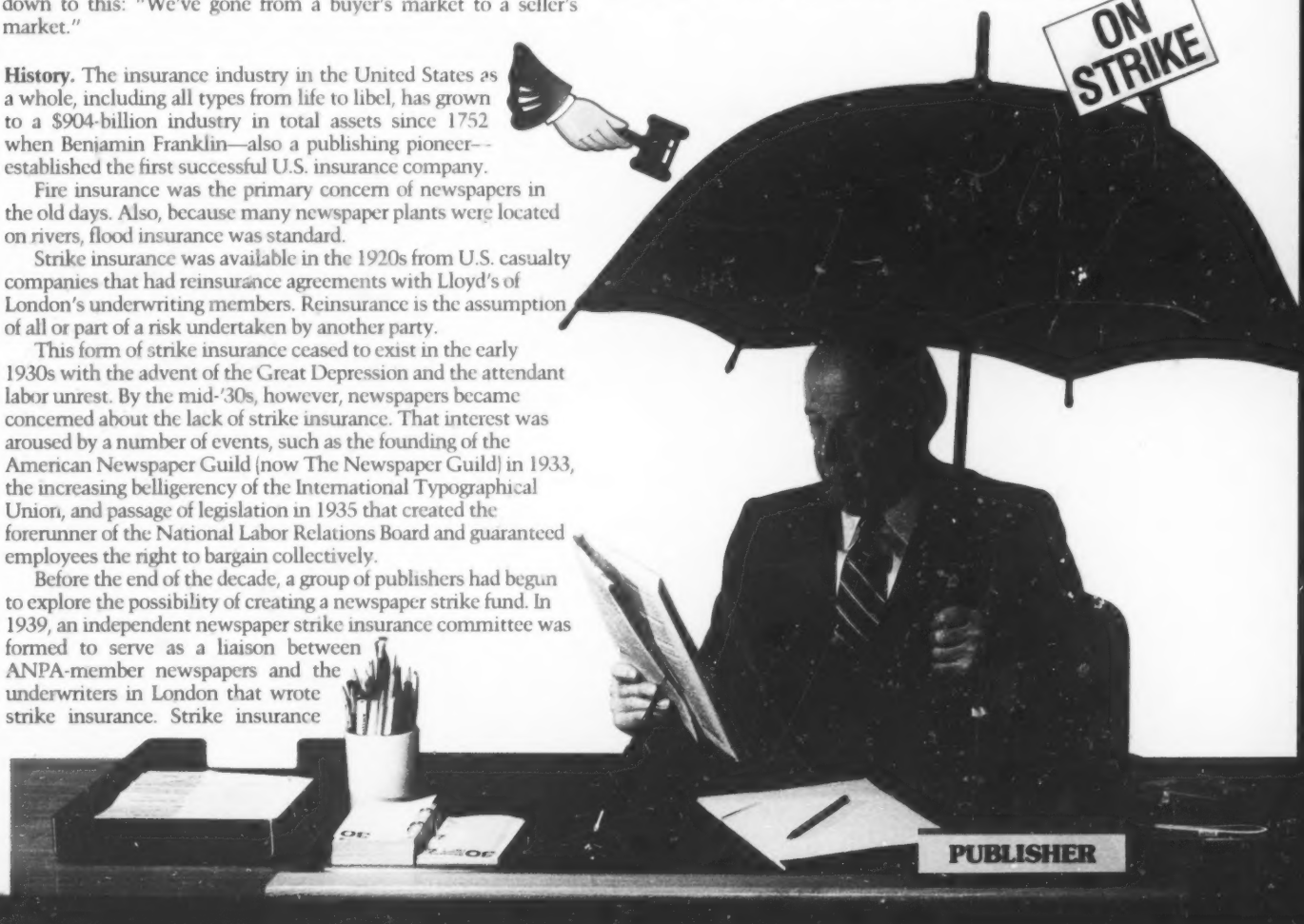
The old strike insurance committee is now more visible as the Newspaper Insurance Advisory Group, a name adopted in 1982. Before that it was called the Newspaper Premium Fund Committee. "Nobody (except for insiders) knew what it was or did," says former committee chairman Frank Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times.

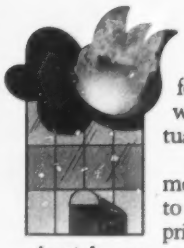
There is no legal connection between the advisory group and the Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, which was founded in 1961 essentially to write the existing strike insurance for ANPA-member newspapers.

The 1945 McCarran-Ferguson Act exempted insurance from federal antitrust laws to the extent that insurance is regulated by the various states. The Bermuda site allows freedom from regulation by state insurance commissioners and also offers tax advantages that are reflected in lower premiums.

The second type of specialized newspaper insurance to be offered covered libel. It was offered as early as 1930 by Overland Park, Kan.-based Employer's Reinsurance Corp., which is still one of the principal players in the field.

In 1963, Mutual began offering libel insurance to ANPA-member newspapers. Nineteen states do not allow insurance against punitive damages, but Mutual's off-shore location permits it to provide such coverage.





Also in 1963, Mutual founded Territorial Insurance Co., which subsequently assumed Mutual's strike insurance operations.

More recently, First Amendment defense insurance—designed to cover legal costs in such areas as prior restraint, protection of confidential sources and access to news—became available in 1980 to ANPA-member newspapers that carried Mutual's libel insurance.

The 13-member Newspaper Insurance Advisory Group continues in its role of liaison with Mutual on behalf of ANPA members. "We advise the Bermuda insurance companies what the feeling is among the publishers for the coverage they seek, what premiums are tolerable, evaluate customer service and assess trends in litigation," says Chairman Edward W. Estlow, president and chief executive officer of Scripps-Howard. (See story, p. 33.)

Eighty percent of the money spent by Mutual in libel suits is going to lawyers.

Paul L. O'Brien

Casualty. As the various types of insurance for newspapers have been developed, some large newspaper companies have seen a need to hire full-time risk managers to juggle as many as 25 separate policies. However, most papers fulfill their insurance needs through a local broker.

All of these different kinds of coverage come under the broad category of "casualty," which insurance specialists now define as any kind of a loss. There are four subparts under that general term:

- *Property*, which includes real and personal, business interruption, boiler and machinery insurance
- *Crime*, which includes employee theft, holdups and forgery
- *Casualty lines*, which includes automobile liability, general liability and workers' compensation
- *Miscellaneous*, which for newspapers includes libel, First Amendment, strike, pension trust liability, and officers' liability.

The percentage of total operating expenses newspapers pay for the various forms of casualty insurance is inching toward 1 percent. One newspaper with about 250,000 circulation reports that its cost for overall casualty insurance increased $100,000 in 1984 from the previous year. It now stands at .6 of 1 percent of operating expenses.

One trend in the casualty line for large newspaper companies is self-insurance, whereby they assume all or a portion of their own losses. Self-insurers often establish special funds for this purpose and purchase insurance to cover losses in excess of predetermined amounts.

"We're looking at self-insurance for our (delivery) fleet," says J. Noel O'Halloran, corporate treasurer for Southam Inc. of Toronto, which owns 15 dailies in Canada. The company would self-insure for comprehensive and collision coverage and only insure third-party liability. "We found we were trading dollars with the insurance company," O'Halloran notes. "If we have claims, we pay it back in premiums."

The casualty insurance program at Scripps-Howard, which operates 14 dailies and 21 non-dailies, "very closely approaches a true self-insurance program," says the company's Rizzo. "Inasmuch as we ultimately pay our own losses, we realize safety and accident prevention programs are essential to achieve our objective of loss reduction."

Scripps-Howard's policy is referred to as a "paid-loss retrospective plan," which Rizzo says "offers certain cash-flow benefits. We are charged actual paid losses plus the insurer's expenses as they become due in lieu of paying the full estimated annual premium during the course of the year. The first $100,000 of any general liability or auto liability loss and the first $250,000 of any workers' compensation loss falls under the 'retro' program. Any loss above these amounts is covered by pure insurance." He adds that "excess liability insurance is also purchased above our primary limits as protection for any catastrophic occurrence."

In 1982, ANPA offered its members a new, comprehensive general-insurance program called ANPASURE®. It was developed by ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter, who invited risk managers representing more than 200 newspapers to discuss their insurance needs. Fichter subsequently asked the underwriting community to react and bid on a program, and the Chubb Group of Insurance Cos. was selected as the carrier for the new policy [presstime, Aug. 1982, p. 45]. Chubb's marketing strategy for ANPASURE is still being developed, but to date there are about 350 participants in the program. So far, the premiums written total $7.5 million and provide $2 billion of coverage.

A new feature of ANPASURE, "contingent business income," pays for loss of income if the loss results from a casualty and not a business reason. For example, if a supermarket that advertises in the newspaper is closed because of fire, the loss of advertising revenue while the store was not advertising would be covered.

Another new feature covers the extra expenses incurred by a newspaper if it is forced to print elsewhere.

A Canadian version of ANPASURE—in form but not name—is available through the Chubb Insurance Co. of Canada.

Strike insurance. Territorial Insurance, the Mutual subsidiary that offers strike insurance to ANPA-member newspapers, has never disclosed the number of newspapers carrying strike insurance at any given time. A company spokesman says, however, that there are fewer insured papers today than 15 years ago. Because there have been fewer strikes in recent years, the premiums for strike insurance are less today than they were in 1946, and they will not increase for the insurance year beginning July 1.

A newspaper has a number of options as to the amount of indemnity it may want to purchase over a short or extended period of time, depending on how it perceives its exposure to loss. For example, a seven-days-a-week paper might purchase $15,000 a day for 60 days. The basic premiums are scaled according to per diem indemnity rates.

Territorial gives a "continuity" credit of 32.5 percent if the insurance was in force for the preceding five years, which discourages newspapers from dropping their coverage after a new labor agreement is negotiated. And for the past two years, there also has been a retrospective premium adjustment that provides a 25-percent reduction. Thus, a seven-days-a-week paper could purchase $900,000 worth of coverage—the maximum coverage offered by Territorial—for about $20,500 a year. The insurance

covers actual losses whether the newspaper is suspended or continues to publish, including extra expenses incurred to weather a strike such as additional security.

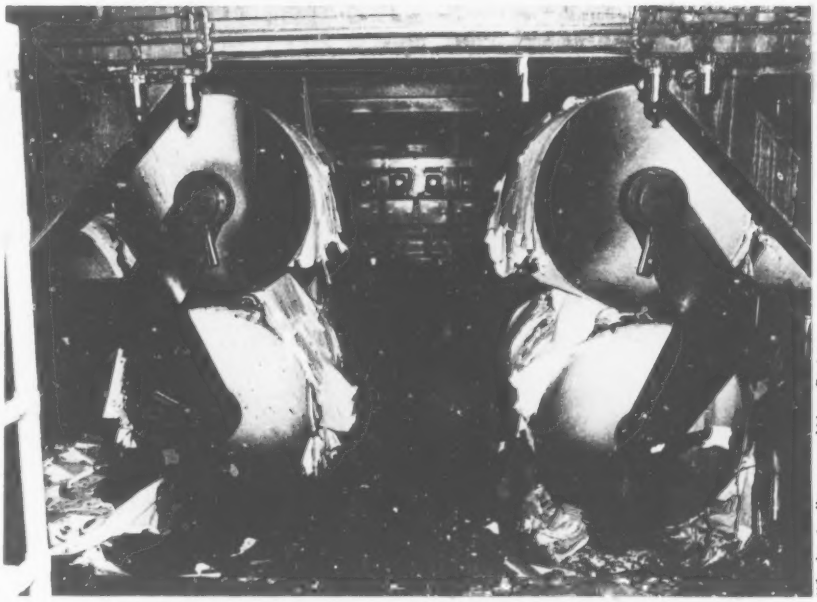
If a paper is forced to suspend operations during a strike, its losses can be considerable even with insurance. For one thing, there is a seven-day waiting period before coverage begins. One publisher who has been through a long shutdown notes that it may take months to regain pre-strike advertisers and subscribers.

Even though recent years have seen comparatively few newspaper strikes (five in 1984 and three in 1983), labor specialists say the need for such insurance continues. Eventually there will be "one giant newspaper union," and newspapers will need the insurance "to provide balance at the bargaining table," says Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette. "We carry it for the good of the (newspaper) fraternity."

"We don't hide the fact from the unions that we have strike insurance, but we don't use it in a provocative way," says Charles N. Mock, senior vice president/personnel of the Providence dailies. "It's a deterrent to a strike" because a union knows that the adverse impact of a walkout will not be as effective.

However, Guild President Charles A. Perlik Jr. retorts that strike insurance "doesn't mean much today" in bargaining. "We assume it's there. It has little bearing on whether there will be a strike in a particular situation."

The waning of unions' influence at some newspapers has prompted some publishers to drop strike insurance altogether. The Herald-Telephone in Bloomington, Ind., did so last year after the last union in the plant was decertified as bargaining representative for employees. Publisher Scott C. Schurz says the approximately $3,000 saved pays for 10 departmental dinners held annually to answer employees' questions and to address their concerns.



Wheeling Intelligencer and News-Register

A fire last year at the Wheeling, W.Va., newspapers caused about $700,000 in damages.

Advisory group listed

Members of the Newspaper Insurance Advisory Group are Chairman Edward W. Estlow, president and chief executive officer, Scripps-Howard, Cincinnati; J. Stewart Bryan III, publisher, Richmond (Va.) Times-Dispatch and News Leader; William J. Carradine, senior vice president, Southam Newspaper Group, Toronto; Richard E. Diamond, publisher, Staten Island (N.Y.) Advance; Charles E. Glover, president, Cox Enterprises, Atlanta; ANPA Chairman and President Richard J.V. Johnson, president, Houston Chronicle; Douglas H. McCorkindale, vice chairman and chief financial officer, Gannett Co., Rochester, N.Y.; James M. Moroney Jr., board chairman and chief executive officer, A.H. Belo Corp., Dallas; G. Ogden Nutting, president and general manager, Ogden Newspapers, Wheeling, W.Va.; Erwin Potts, vice president, McClatchy Newspapers, Sacramento; W.O. Taylor, publisher and board chairman, The Boston Globe; Richard T. Thieriot, president and publisher, San Francisco Chronicle; and Ann S. Wrenn, vice president/treasurer, Knight-Ridder Newspapers, Miami.

Bryan, Diamond, Estlow and Glover serve on Mutual Insurance Co.'s 14-member board of directors, along with Arthur B. Hanson and Paul L. O'Brien of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler. The other eight members are Bermudians.

Libel. Unlike strike insurance, libel insurance is being carried by a steadily rising number of daily and weekly newspapers. The Blades & Macaulay consulting firm estimates that 90 percent of U.S. and Canadian dailies now have it.

The whole purpose of insurance is to protect against catastrophic losses, and as one insurance consultant puts it, "There is nothing more catastrophic than a libel judgment."

But the costs of just defending libel suits also can be debilitating, notes the Providence Journal's O'Donnell.

Arthur B. Hanson, ANPA general counsel emeritus and a noted authority on libel, says that even in a case a newspaper ultimately wins, defense costs can exceed $250,000. Hanson also is general counsel emeritus of Mutual Insurance.

Paul L. O'Brien, named earlier this year as Mutual's U.S. general counsel, notes that 80 percent of the money spent by the company in defending libel suits is going to lawyers, with the other 20 percent paid out in awards, settlements and administrative fees. "Every libel suit is being tried like a major antitrust suit," he says. He also notes that some lawyers in Washington, D.C., New York City and San Francisco are billing between $190 and $250 an hour compared with between $80 and $125 in other cities around the country.

During the past 20 years, Mutual has handled 4,867 newspaper suits in the libel field. Today, 706 dailies in the United States and Canada have libel coverage with Mutual compared with 618 in 1974. Also, 678 weeklies currently are insured by a Mutual subsidiary, Potomac Insurance Co. Ltd., compared with 306 in 1974.

Because of the burgeoning libel expense over the past several years, Mutual's premiums—which are pegged to a newspaper's circulation—have increased across the board, and there is greater sharing of defense costs by newspapers.

For example, Mary Ann Matz, business services manager of the Phoenix newspapers, reports they paid Mutual $7,700 for the March 1983-March 1984 libel premium. For 1984-85, the premium nearly doubled to $13,900—and the deductible went from $20,000 to $25,000 per case. That was for the maximum $10-million coverage. In February, the papers were told that the premium for the 1985-86 year would more than double—to $31,872.

In a change that applied to all new and renewal Mutual policies effective Aug. 1, 1984, participants were required to pay 20 percent of the libel defense costs in excess of the deductible. The company noted at the time that the cost of libel litigation since 1975 "can be best described as an uncontrolled firestorm" [presstime, Aug. 1984, p. 61].

The company said in the letter to policyholders that the firm in the past 13 years had received gross libel insurance premiums of $8.6 million. But it had paid "losses and loss adjustment expenses in excess of $26 million with over 1,700 cases still open."

Newspaper Insurance Advisory Group Chairman Estlow says Mutual's rates are liable to keep going up as a reflection of increasing payouts. But he also says that if newspapers take certain actions aimed at curbing unfavorable libel trends, payouts—and consequently libel insurance rates—will stabilize.

Estlow offers these suggestions:

- That newspapers file countersuits in cases in which libel plaintiffs are engaging in "abuse of process" through frivolous suits
- That they hold more frequent seminars on libel for their editorial staffs. Since 1983, Mutual has sponsored about 30 libel and privacy seminars in 15 states. The seminars, conducted by Miami-based Barbara Dill and Associates, are usually hosted by state press associations.
- That they retain lawyers who are well-grounded in the complicated area of libel law.

Estlow also believes that, in time, there will be a turnaround in the trend toward judges' and juries' issuing unfavorable decisions in the libel arena. "I am always hopeful that the pendulum will swing the other way" in the courts, he says.

The Insurance Information Institute has mounted a campaign for reform of the civil justice system, citing, among other things, unnecessary lawsuits, exorbitant costs, long delays and unpredictable results due to rapid changes in legal doctrine. Among the institute's proposals is elimination or limitation of punitive damages in cases such as libel, which, as Eugene Roberts, executive editor of The Philadelphia Inquirer, puts it, can "absolutely freeze" the role of the press. (See essay, p. 34.) If a judge forces a newspaper to disclose its financial worth in court, Roberts notes, juries can be persuaded that the paper can afford a large payment.

Besides Mutual, there are several other carriers in the libel insurance field.

The National Newspaper Association, representing mostly small weekly newspapers and some small dailies, offers libel insurance to its members through Walterry Insurance Brokers in Clinton, Md. The policies are underwritten by CNA Insurance Co. and managed by Media/Professional Insurance Inc. in Kansas City, Mo. Walterry reports that about 900 NNA weeklies and dailies carry such policies.

Also offering libel insurance to newspapers are Employer's Reinsurance and Chubb/Pacific Indemnity Co. of Warren, N.J.

First Amendment. Spiraling legal costs also led to the introduction in 1980 of a new type of specialized protection for the press—First Amendment insurance. The belief was that the increasing cost and frequency of First Amendment cases were discouraging some newspapers, especially smaller ones, from vigorously challenging governmental encroachments on First Amendment rights.

This new insurance, designed specifically to help U.S. newspapers pay legal costs associated with defending or pursuing First Amendment rights cases, was offered to ANPA-member newspapers that carry libel insurance with Mutual.

The program was spearheaded by Allen H. Neuharth, chairman and chief executive officer of Gannett Co., who was ANPA chairman and president in 1978-80.

By the end of 1984, 399 dailies and weeklies had signed up for the coverage, including all 85 dailies in the Gannett group. Since the program was launched, 260 newspapers have filed claims. Neuharth says he hopes a greater number of newspapers will see the value of First Amendment insurance. "These things take time to develop a following," he says.

Up to $100,000 in coverage can be obtained at rates based on Mutual's premiums for a $100,000 libel policy. Cases eligible for coverage include—but are not limited to—questions of prior restraint, dissemination, access, newsroom searches, statutory limitation upon publication and other First Amendment matters.

The Green Bay Press-Gazette (circulation, 54,418) provides a good example of how First Amendment insurance can help a relatively small paper battle for its First Amendment rights.

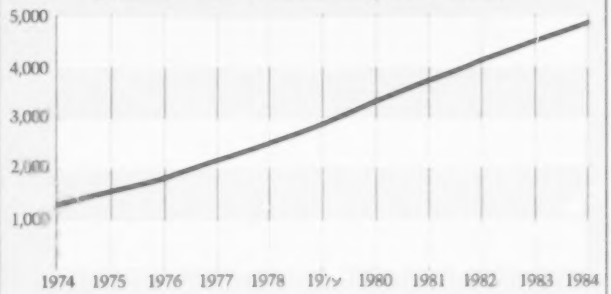
In November 1982, a Wisconsin county judge ordered two of the paper's reporters to reveal confidential news sources in a murder investigation. The fight, Publisher Michael B. Gage recounts, raged until the following July when contempt of court citations against the reporters finally were dismissed by the state Supreme Court.

The Press-Gazette's legal expenses totaled $41,768.39, and the

The Guild Reporter

Despite fewer strikes, labor specialists says insurance is still needed.

The growing number of libel cases covered by Mutual Insurance Co. Ltd. (Cumulative total at year end)



Source: Mutual Insurance Co. Ltd.

Alberto Pacheco

paper's First Amendment policy with Mutual paid it all except for a $10,000 deductible.

More recently, the insurance has been used in cities where disputes have arisen over the placement of newsracks. First Amendment issues as defined in Mutual's policy include "restraints on dissemination."

One such case, involving the New York Metropolitan Transit Authority, is pending in the 2nd U.S. Circuit Court of Appeals. The Transit Authority has tried to restrict placement of Gannett's USA Today newsracks in MTA facilities such as subway stations.

In 1981, Potomac Insurance Co., a subsidiary of Mutual, began offering First Amendment insurance to weekly newspapers that are not members of ANPA.

And in 1982, Mutual began offering Canadian newspapers that belong to ANPA an insurance policy that pays legal costs of bringing and defending free-press cases.

Controlling costs. In addition to administering the great variety of programs, newspaper insurance specialists are concentrating on efforts to control costs. "We continually monitor all of our policies to assure that we maintain the broadest coverage at a reasonable price," says Rizzo of Scripps-Howard.

"We encourage monthly safety committee meetings, self-inspections to report safety hazards for corrective action, fire drills, fire extinguisher training, auto fleet safety programs, hearing conservation and a number of other measures designed to reduce our accident frequency."

Rizzo cites a fire last year in the pressroom of his company's newspaper in Hollywood, Fla., as an example of how prompt and efficient action by employees can minimize damage to buildings and equipment. Employees of the Sun-Tattler, he reports, "fought this fire in its initial stages with fire extinguishers and fire hoses, assisted in providing for an orderly evacuation of the building and also assisted the fire department with necessary information relating to the building." A 1980-82 study found that fires strike North American newspapers at a rate of about one a month [presstime, July 1982, p. 56].

Besides individual companies' safety initiatives, there is also an industry-wide program that has a bearing on insurance rates. The Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association seeks to reduce highway accidents and thus "create a safe driving record in the newspaper business that would warrant reductions in insurance premiums covering motor vehicles" used in newspaper distribution.

Started in 1941, the annual campaign saves newspapers an estimated $1.5 million or more each year in lower insurance premiums, according to the ANPA Newsprint and Transportation Department.

As another way to reduce costs, Gannett Treasurer Thomas suggests that newspapers "take a look at the use of consultants rather than a broker trying to earn a fee or a salesman trying to earn a commission."

When "shopping around" for competitive bids, the experts say it is important that a newspaper know the degree of control the insurer has in the settlement of a claim, and how much latitude the newspaper has in the selection of case lawyers.

Obviously, newspapers are not alone in their concern about costs associated with insurance. While they and other insured parties fret about the escalating costs of premiums, the casualty-insurance industry ponders its ultimate concern: that some day claims could exceed insurance companies' assets.

Contributing to insurers' concerns is the fear of "something now unknown," notes Chubb's Cornwell. For example, an insurance company might issue a policy to a firm that unknowingly has built on a site that has been contaminated by some dangerous material. Eventually, this could lead to the filing of multiple claims by the firm's employees.

But for the moment, insurance companies are more concerned about present-day strategies to get premiums and payouts back into balance. They hope these efforts will yield long-term stability for the insurance industry.

Newspaper "number crunchers," meantime, hope those efforts do not mean that premiums will bolt out of control, right off the ledger sheet.□

A. E. Araiza, University of Arizona

Barbara Dill has led libel seminars in 15 states.

Costs of insurance for employees really add up

The cost of insurance for a newspaper's employees greatly exceeds that covering the newspaper itself.

On average, casualty insurance accounts for less than 1 percent of total operating expenses. When employee health, disability and life insurance and workers' compensation are factored in, the amount for insurance approaches 5 percent. At the 45,071-circulation Columbian of Vancouver, Wash., for example, it's 4.9 percent.

The cost of insurance for health care has increased dramatically in recent years—about 20 percent between 1981-83, according to a survey by the ANPA Human Resources Department, and newspapers are taking a variety of steps to control it, such as increasing deductibles and telling employees what they can do to reduce costs [presstime, Oct. 1984, p. 54].

A major issue in the coming months will be the Reagan administration's proposed cap on the amount of tax-free, employer-paid health insurance benefits provided to employees.

Both the American Council of Life Insurance and the Health Insurance Association of America are waging a campaign against the proposed cap, contending that it would be counterproductive. The organizations say it would result in preventive, dental, mental health and employee assistance programs being dropped from health plans.

Meantime, workers' compensation is expanding to include situations that were never before considered "job related," such as mental strain and nervous breakdowns allegedly caused by stress. For example, a reporter's facial tic—supposedly caused by deadline pressures—could be cause for a workers' compensation claim.

ANPA Manager/Personnel Relations Patricia P. Renfroe says newspapers will be forced to deal more effectively with stress-related problems as courts explore whether employers acted to identify stress and to help employees who were allegedly under stress.

Renfroe and others cite several recent cases in this area:

- The South Carolina Court of Appeals ruled that the widow of a restaurant worker was entitled to workers' compensation benefits because unusual job stress caused him to have a fatal heart attack.
- Compensation benefits for an employee suffering a nervous breakdown were allowed by the Rhode Island Supreme Court because the breakdown was found to have been caused by stressful stimuli "not ordinarily present and expected in the workplace."
- The Michigan Supreme Court granted lifetime workers' compensation to a General Motors Corp. parts inspector who was considered to be a "compulsive perfectionist." It found he suffered mental strain when assembly-line workers kept installing parts labeled defective.

"With over 8,500 employees," says Charles E. Rizzo, corporate risk manager of the large media company Scripps-Howard, "the workers' compensation claims area is one of our principal concerns. These claims amount to 68 percent of the total number of accidents and the same percentage of the total loss expense."

Disability insurance is part of Social Security, for which both employers and employees currently contribute 7.05 percent of payroll up to a wage base of $39,600 annually. In addition, some newspapers take out a supplementary, long-term disability policy from an insurance carrier.

Group life insurance, on the other hand, is a relatively small part of the cost picture for newspapers.

And in one instance, an employee-owned newspaper company is actually using life insurance to bolster its financial position.

The program at The Journal Co. of Milwaukee involves purchasing cash-value life insurance on a selected group of employees to provide funds for future company investments. Fifty non-smoking employees under age 55 were chosen to participate. The purchases were arranged through local agents of Northwestern Mutual Life Insurance Co.

The company will pay premiums of about $950,000 per year for the first five years and be the beneficiary.

The premiums will build a cash pool that will be available to the company. After the first five years, the premiums due will be borrowed from the cash surrender value accumulated in the policies.

Says Robert O. Carboni, Northwestern's vice president/communications: "There's probably nothing else like it in the country."

Of course, employee ownership is the key to the program because the involved employees benefit to the extent that the company benefits. And The Journal Co. is one of only five such newspaper companies [presstime, Aug. 1983, p. 36].

—Clark Newsom

Libel insurance called necessity for small papers

Is libel insurance a necessity for small newspapers? "Absolutely," says James W. Coldsmith, who had firsthand experience with the subject while he was editor and publisher of The Alexandria (Va.) Port Packet, a weekly community newspaper.

The Port Packet had let its libel insurance lapse at the time of a 1980 suit filed against the paper by an Alexandria couple who alleged a story wrongly described their child's death.

A jury awarded $150,000 in damages to the couple, including $100,000 in punitive damages. Early this year the Virginia Supreme Court reversed the jury's award of punitive damages but affirmed a $50,000 award in compensatory damages for the paper's "negligence" in reporting the story.

Although Coldsmith characterized as "too strong" a published report that the Port Packet might have been forced to close had the original award been upheld, he said the Supreme Court's action certainly eased the paper's financial situation.

"With more and more states adopting the negligence standard, we're going to see more libel suits," comments Coldsmith, who is now publisher and editor-in-chief of the daily Alexandria Gazette.

A WORD OF ADVICE FOR NEWSPAPERS CONCERNED ABOUT THE FINANCIAL CONSEQUENCES OF A LIBEL SUIT.

No one needs to be told of the rising incidence of libel litigation these days, and ballooning jury awards. Everyone knows about them. But that's why newspapers of every circulation size have good reason to be concerned with the increasing expenses of defending against such suits and the staggering costs they could face–even for what at the outset might seem to be a triffling case.

If you're among the worried then we have a word of advice: protect your newspaper with a libel policy underwritten by the Mutual Insurance Company, Ltd., of Bermuda. But don't take our word for it. Ask your fellow ANPA member about his experience with our service and coverage.

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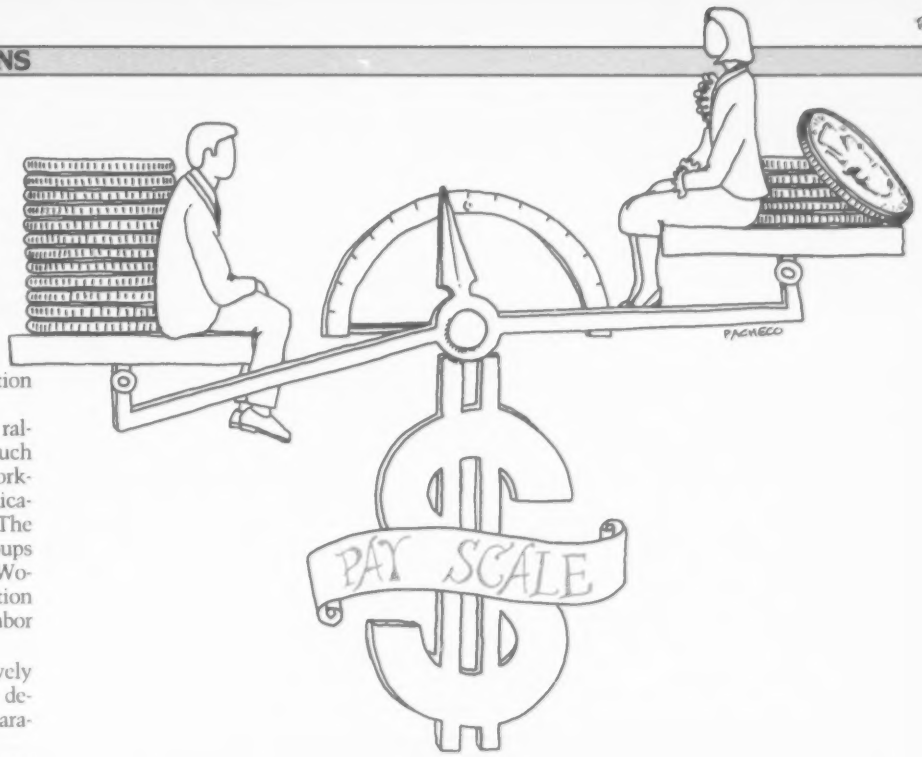

COMPARABLE WORTH

Newspapers' biggest risks for claims of pay discrimination are in the classified and display advertising departments

BY PATRICIA P. RENFROE

Pay equity, also known as comparable worth, is the leading job-discrimination issue in the United States today. It gives momentum to membership drives of unions and certain women's groups, inspires union demands and causes employers to ponder the chaos its implementation would create within most businesses.

Among groups using the issue as a rallying point is the AFL-CIO—with such members as the Communications Workers of America, the Graphic Communications International Union and The Newspaper Guild—and women's groups such as the Business and Professional Women's Foundation, National Organization for Women, and the Coalition of Labor Union Women.

These, and many others, are actively involved in the challenge to have pay decisions based on the concept of comparable worth of the job being performed.

The CWA has included the comparable-worth idea in contract negotiations since 1977, while the Guild's model contract states that "there shall be equal pay for equal work or for work of equal value." Anna Padia of the Guild's Human Rights Department has noted that the Guild has had considerable success in pay-equity issues regarding workers in classified-ad telephone sales and outside display-ad sales. An example is the 99-percent equity established in the Guild contract for classified ad takers at the Union Leader of Manchester, N.H.

Yale University's recent experiences with the Federation of University Employees, an affiliate of the Hotel Employees and Restaurant Employees International Union, demonstrate that comparable worth not only can be used as an issue for organization, but it arouses enough support among union members to trigger a strike.

At the same time, the courts have had their opportunity to determine whether comparable worth is a viable claim for female employees under Title VII of the Civil Rights Act of 1964. U.S. District Judge Jack E. Tanner ruled that the state of Washington discriminated in compensation on the basis of sex when it paid less for predominately female jobs than for predominately male jobs requiring equivalent or lesser skills. It was the first time a federal court determined that an employer engages in sex-based discrimination by maintaining a compensation system that pays women less than men for jobs of equal skill, effort and responsibility. The court also said the state historically segregated "male" and "female" jobs.

The state government appealed the decision in *AFSCME v. State of Washington* to the 9th U.S. Circuit Court of Appeals where a ruling is expected this spring. Observers expect further appeal to the U.S. Supreme Court.

The Justice Department has said it does not support the comparable-worth theory as part of Title VII and at one point was considering joining Washington state in the appeal. If the state loses, it would be required to pay about $860 million in back pay and wage hikes to workers in predominantly female job classifications.

Does any of this apply to the newspaper business? Could newspapers be vulnerable to comparable-worth claims?

The answer from newspaper human-resource executives, some of whom are lawyers, seems to be a qualified "maybe and hopefully not."

Paul J. Lizundia, secretary/manager of Pacific Northwest Newspaper Association, says newspapers with unions have somewhat less risk than those without unions. Union contracts will neutralize pay issues for workers in the bargaining unit, he believes.

John J. Manning, personnel manager of The Boston Herald, shares this opinion. The mechanical unions, Manning explains, have easily defensible reasons for different pay scales because of their journeyman programs. Guild representation, on the other hand, cannot be relied upon to provide security against such claims

Renfroe is ANPA manager/personnel relations.

because of disparate employee classifications found in Guild representation.

Whatever the level of vulnerability, it is clear that the industry cannot avoid the comparable-worth issue. John B. Jaske, vice president/labor relations of Gannett Co., says increasing legislative activity is cause for concern. "I would not bet the farm that the court will approve the comparable-worth doctrine, but there may very well be legislation down the road which will," Jaske says.

Regardless of whether Title VII is the vehicle by which comparable worth becomes a part of compensation systems in the newspaper business, there is increased momentum in both Congress and state legislatures to act on pay equity.

According to the Bureau of National Affairs report "Pay Equity and Comparable Worth," more than 20 states have enacted statutes that contain comparable-worth language. These statutes, are, for the most part, directed toward the management of government employees' pay.

In June 1984, the U.S. House of Representatives unanimously passed the Merit Pay and Management Improvement Act of 1984, which required that the Office of Personnel Management conduct a pay-equity study of government employees. The Senate rejected the idea just prior to adjourning in October. But the issue has not been forgotten. In the new Congress, the House bill has been re-introduced, and House and Senate subcommittees are expected to hold hearings.

Business opposition to enforced pay equity falls into two primary categories—economic and administrative. First is the belief that such a remedy for alleged discrimination would be excessively expensive. The U.S. Chamber of Commerce has estimated that it would cost a minimum of $320 billion for American businesses to comply with directives similar to those in the Washington state case. One reason is that the higher-paid group's salary will not be lowered, the lower-paid group's salary will be raised.

Business interests contend that any pay method that does not rely to a great extent, some say entirely, on labor force supply and demand would destroy the free-market concept.

Second, business interests maintain that adminstration of any such regulated program is virtually impossible. Who will decide what a job is worth? Is one job worth the same to every company? Who will administer the regulation?

Even Clarence Thomas, chairman of the federal Equal Employment Opportunity Commission, has stated that it would be impossible to enforce such a program. Thomas is, of course, a Reagan administration appointee. His predecessor, Eleanor Holmes Norton, declared during the Carter administration that the question of whether jobs traditionally confined to one group, such as "women's jobs," have been discriminatorily depressed "is the largest and most difficult issue left unresolved" under Title VII [presstime, June 1980, p. 38].

Opposition among newspaper executives follows Thomas' line of thought. Their consensus is that newspapers most likely are open to attack in the classified and display advertising departments. Gannett's Jaske says an easy first step in reducing exposure is to institute good hiring practices. Specifically, he says, make certain that the classified sales staff is composed of men as well as women. Pleading that it is hard to find men to work in classified is insufficient defense in a discrimination claim, he adds.

Another suggestion is to analyze the newspaper's pay structure to detect possible discrimination. While there is longstanding disagreement on the merits of formal pay structures, many newspaper executives believe that failure to follow such a program could be more harmful than not having one.

Joseph D. Fontana, vice president, personnel of The Home News in New Brunswick, N.J., favors a well-designed salary structure. The Home News has had one for 15 years for non-union departments, and Fontana believes it would be a strong defense against discrimination claims. The plan regularly is reviewed and renewed, he says. The newspaper annually surveys its labor market to determine what the market is paying for certain positions. Comparisons are made with newspaper jobs where possible. An internal review also is performed to decide where adjustments and realignments are needed.

But whatever their individual positions on formal pay structures, newspaper human-resource executives increasingly are examining their hiring and pay practices. For the comparable-worth issue is not going away soon. Unions and women's groups are not backing off. And whether the battlefield is the court, the state legislature or the Congress, activity is expected to pick up. □

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HAZARDOUS CHEMICALS

BY MARGARET GENOVESE
presstime staff writer

Warning: this regulation is complex, could be costly to follow and should be given your immediate attention.

If regulations were given warning labels, that's one that could be affixed to the federal Occupational Safety and Health Administration's "Hazard Communication" standard.

The purpose of the standard is to provide U.S. workers in the manufacturing sector with information about the hazardous chemicals with which they come in contact in the workplace.

Like OSHA's hearing-conservation amendment imposed two years ago, it requires employers to provide education and training for their employees.

However, a hazard-communication program will be more difficult "by far" for newspapers to implement than a hearing-conservation program, says Richard W. Neergaard, ANPA manager/environmental services.

It is harder to understand how exposure to chemicals affects the body than how overexposure to noise affects hearing, Neergaard explains. In addition, he says, the hazard-communication regulation can lead to less precise instructions.

With implementation of a hazard-communication program, he says, "The relationship between management and employees will be truly tested."

Among the materials that may be covered under the new standard are certain cleaning solvents, inks, and photographic and plate-developing chemicals used by newspapers, according to George Cashau, ANPA director/technical research.

The standard was published in final form by OSHA Nov. 25, 1983. Manufacturers, importers and distributors of products containing hazardous chemicals were given two years to comply.

Companies using those products were given an additional six months and therefore must be in compliance by May 25, 1986.

As with other OSHA standards, the penalty for violating the hazard communication standard varies with the severity of the situation and the company's past record. It can go as high as $10,000.

The standard sets up a division of responsibilities between companies that manufacture chemical products and those that use them.

It is up to the manufacturer or importer to assess the hazards of the chemicals they produce or import. OSHA cites several lists of hazardous chemicals that should be referred to in making the assessment.

The manufacturer, importer or distributor must then ensure that each container of a product containing a hazardous chemical is properly labeled with the hazardous chemical identified, an "appropriate" warning and the name and address of a responsible party.

A container must be labeled if it contains 1 percent or more of a hazardous chemical or .1 percent of a carcinogen or potential carcinogen.

In addition, the manufacturer or importer has to develop a "material safety data sheet" for each product containing a hazardous chemical. The MSDS must provide certain information, including the identity of the hazardous chemical, the physical and health hazards of the chemical, permissible exposure limits, whether it is a carcinogen or potential carcinogen, precautions for safe handling, and emergency and first aid procedures.

Newspaper implications. Newspapers, as chemical users, are not required to evaluate chemicals unless they choose to go beyond the hazard assessment made by the manufacturer or importer.

However, they must:

- See to it that the manufacturer's label remains on any hazardous-chemical container, and, in most cases, relabel if the product is transferred to another container
- Have copies of the safety data sheets for each hazardous chemical in their plants and make them accessible to employees
- Provide employees with information and training regarding hazardous chemicals. As part of the training, employees must be told about the physical and health hazards of the chemicals and how they can protect themselves from these hazards.

All such steps must be detailed in a written compliance program, which must include a list of all the hazardous chemicals to which employees are exposed. This, too, has to be accessible to employees.

To help newspapers comply with the standard, ANPA dis-

(From left) ANPA's Neergaard, Cashau and Andrew N. Reyburn review hazard-communication materials.

IN THE WORKPLACE

tributed an environmental alert to members in late February, and it is preparing a model hazard-communication program. ANPA also plans segments on the subject at its May Convention, June Operations Management Conference & Exposition, and fall Health and Safety Symposium.

Compliance will be costly for newspapers, ANPA's Cashau believes. For example, he says, newspapers may want to switch from a product labeled hazardous to a more expensive product considered "safe." Another expense may be that of providing additional protective equipment.

Newspapers should be prepared to comply with manufacturers' recommended precautions for safe handling, says ANPA's Neergaard. In some cases, this may mean changing established work practices.

He predicts some newspapers will be surprised at the precautions recommended.

To minimize their risk of liability, manufacturers probably will take a very careful approach, yet at the same time keep their recommendations "vague," he says. For instance, a manufacturer may say gloves should be used when handling a product—but not specify what type.

Training also may prove costly. Initial training of current employees must be completed by May 25, 1986. After that, training is required when a new employee begins work with a hazardous chemical or when a new product containing a hazardous chemical is put into use.

ANPA provided guidance to Industrial Training Systems Corp., an independent film company in Mount Laurel, N.J., which is producing an audio-visual program designed to help newspapers train their employees. Expected to be available in mid-April, the film will cost $325 per copy for ANPA-member newspapers. Multiple-copy discounts will be available.

Patricia P. Renfroe, ANPA manager/personnel relations, says the standard's training requirement presents a complex task for newspapers, not because the requirement itself is complicated but because it will involve "training supervisors to work with people who have genuine concerns and fears regarding the chemicals."

"A simple listing of facts will not necessarily alleviate these fears," she says. "Newspaper executives will need to ensure that the training programs include a segment that develops supervisory skills in listening and communicating. Management's continuing concern for the safety and welfare of the newspaper's employees must be a major focus of the training."

State laws. For many newspapers, meeting the requirements of the federal standard will be nothing new because they already have had to comply with similar state or local regulations.

According to the Chemical Manufacturers Association, 21 states have enacted so-called "right-to-know" laws. ANPA's research has found a total of 26 states with some hazard-communication requirements. Even some cities and counties have established similar rules.

Although the OSHA standard is intended to pre-empt state law, federal preemption has been challenged in court and the issue has not yet been finally resolved. In the only decision to date, a U.S. District Court Jan. 3 declared the New Jersey Right to Know Act pre-empted by the OSHA standard as it applies to the manufacturing sector. Appeals of that decision are planned to the 3rd U.S. Circuit Court of Appeals in Philadelphia. That court also will hear requests to review the standard from five states that question pre-emption. □

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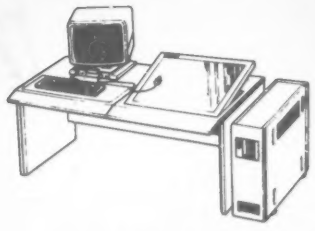

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PAGINATION

With more vendors, more installations and better prices, electronic makeup of newspaper pages is living up to its promise

BY PAUL KRUGLINSKI
presstime technical writer

"The smoke is beginning to clear around pagination," observes Al L. Fenaughty, president of Information International Inc. More newspapers are buying the systems, and some solid trends have developed.

Four years ago there were two primary vendors of pagination systems with one installation each. Today, about 10 systems vendors count more than 60 installations among them. And another dozen vendors are providing components of pagination systems.

While the cost of systems is still relatively high, pagination buyers today are getting more bytes for the buck. The latest systems have more sophisticated features, with, for example, laser technologies having replaced CRT scanners.

Moreover, prices are about the same as they were in the early 1980s, which means that when inflation is factored in, today's more advanced systems are actually cheaper than pioneering models.

In fact, systems now have base prices that are within the financial reach of many smaller-circulation newspapers, fulfilling pagination pundits' predictions made in the 1970s. In the last year, the majority of newspapers buying pagination systems have less than 100,000 circulation, with most of those being under 50,000. Even non-daily operations are getting into the act.

As many newspaper executives point out, smaller papers don't have the front-end equipment requirements or labor-contract complexities of metropolitan dailies. And "vendors can work out the bugs in the system more easily on a smaller newspaper," says Don S. Bentley, associate publisher of the Morning Press and Lawton (Okla.) Constitution.

On the vendors' side, after a flurry of activity last year, fewer companies have been entering into original-equipment-manufacturer, or OEM, agreements to produce complete systems [presstime, Jan. 1984, p. 22].

But one aspect of the pagination picture remains unchanged: Graphics manipulation continues to be unavailable with most systems.

Clearly, the stellar performer over the last year was one of the newer vendors in the field, Harris Corp., which sold 26 pagination systems. Its system was detailed in presstime, April 1984, p. 66.

One of those sales was to Pioneer Press, publisher of 30 weeklies in the Chicago area. The company purchased a $170,000 Harris 8300 pagination system, which offers all aspects of electronic page makeup except graphics manipulation.

"We had to get the background and knowledge, acquire the technical expertise," says Alan Anderson, Pioneer's vice president/finance and administration, "so we can prepare for future pagination developments. We consider this a piece of our future system."

The Harris system, which was installed in the production department, is being used in composing about 130 pages per week, with the rest being composed manually. The composed pages are "cleaner" than manual paste up, Anderson notes, "but our productivity is only matching manual pasteup."

Because of Pioneer's many remote editorial sites and the ongoing development of the system, Anderson says it "can't be turned over to our newsrooms yet."

But Harris' first full year in the pagination business was by no means the only impressive showing by a vendor.

Cybergraphics Systems Inc., a firm that was formed only last year, is making its first installation at Colophon Publications Inc., which publishes several broadsheet and tabloid non-daily products in Florida.

Base prices of these more advanced systems are within reach of many smaller newspapers.

According to the papers' publisher, Peter Cardiff, the thrice-weekly New Smyrna Beach News and Observer will become a daily after the system is running. "We wouldn't have been able to do that with our current system," he says. "This system will allow us to expand."

Besides providing better quality and later deadlines, the Cybergraphics equipment "will enable us to produce more pages per week and to significantly increase the number of pages (being composed) with the same number of people," Cardiff says.

The $300,000 system consists of two PDP-11/24 central processing units, each with an 80-megabyte disk drive, Cardiff says, and the papers will be getting another 80 Megabytes for each CPU. The system supports 20 CGS 250 terminals, including some that are located at remote sites.

Each terminal can be used for text-entry, editing and page-layout for both the news and classified ad departments. It also can build display advertising and will later include a business system. "We're having a phased installation," Cardiff says, "with the business system coming on last."

The system has two strong suits, Cardiff says: strong database management and strong processing power at the terminal. Additionally, the software can run on DEC equipment already in use at Colophon Publications.

Like the Pioneer Press system, Colophon's is not capable of converting graphics into a digitized form. "That's a growth path that's available to us in the future," Cardiff says.

While the system does not display graphics elements, the user does see a representation of the page complete with display-advertising elements.

The system's display-ad composition capabilities are strong, Cardiff says, because the system was developed for commerical type houses and "supports a number of different typesetters."

Another bold pagination project in-

volves the Lawton Publishing Co. in Oklahoma, a perennial bellwether in new technologies. The firm recently purchased the first Xenotron Inc. pagination system for the Morning Press and Lawton Constitution.

The papers, with a combined circulation of about 34,000, are currently installing a $400,000 to $600,000 system consisting of five Xenotron PageMaster workstations and two 300-megabyte Monotype Lasercomp imagesetters, according to Associate Publisher Bentley. The system will use the existing Xenotron-ERCM front end.

Halftones and artwork will be scanned on an ERCM Autokon 8400 scanner and merged with electronically composed text on the Lasercomps, then both text and graphics will be exposed onto phototypesetting paper.

The system possesses some graphics manipulation capabilities, Bentley says, in that pictures can be brought up on screen for previewing.

"It's the first step in total pagination," he says. "We think we can build on this system. Eventually, we will add the ArtMaster (for full graphics manipulation) and laser platemaking."

But the current expense of storing graphics is too high, Bentley notes. "You're out of kilter trying to store all your halftones and artwork," he says. "I can't cost-justify it."

On other pagination fronts:

• Hastech Inc., which made six recent sales, says its paramount site for graphics manipulation remains The Observer-Dispatch in Utica, N.Y., where computer-to-plate technology is being tested [*presstime*, July 1984, p. 43]. The firm says it is still working on a hookup between the Hastech pagination equipment and an ImagiTex scanner.

• In the last three months, Information International Inc., or Triple-I, has sold $1-million-plus systems to the Long Beach (Calif.) Press-Telegram and Phoenix Newspapers Inc. Those installations will manipulate and set graphics, as will Triple-I systems sold earlier to the Pasadena (Calif.) Star-News and to Dow Jones & Co.

• Dow Jones is purchasing a Composition Systems Inc. front end to interact with its Triple-I system, but Robert R. Brooks, manager of special projects, says the firm plans to develop its own front end in the next two years. Dow Jones is striving to achieve a production rate of 30 "selected pages" in two hours before installing the pagination system at its five composition sites, Brooks says.

• Unitex Inc. plans to make its first pagination installation at an undisclosed newspaper this spring.

• The Minneapolis Star and Tribune is producing paginated editorial pages with its Atex front end. About "60 to 65 percent of the (time insensitive) newshole is paginated," according to Dick Stromberg, composing room superintendent.

• Increasingly, newspapers are purchasing graphic subsystems, such as Camex's Breeze, Triple-I's Display Ad Makeup and Hastech's GraphPro, as an entry device into pagination. "What newspapers are looking for is a graceful way into new technologies," notes Fenaughty.

If the complex equipment involved with pagination weren't enough, newspapers that plan to pursue the technology will have to add to their shopping lists another device—a non-impact laser printer. According to Utica Production Director Charles J.P. Gallagher and others, the only way to produce an inexpensive proof of the paginated page will be with these printers. □

Colophon Publications Inc.

Colophon Publications employee trains on new Cybergraphics pagination terminal.

The human side of pagination

ANPA is developing pagination planning guidelines for member newspapers.

The guidelines will cover management issues relating to pagination's effect on employees. They are expected to contain case studies of newspapers of varying circulation sizes that have either completed their conversion to pagination or are currently in the process of going to this new technology. Non-union and union perspectives will be included.

A short questionnaire was mailed to all ANPA member newspapers in late January to aid in determining how far along they are in planning for or actually introducing pagination and what human-resource problems they anticipate or have encountered.

For further information, contact ANPA Manager/Personnel Relations Patricia P. Renfroe at The Newspaper Center in Reston.

Does anyone miss the news council?

BY MARCIA RUTH
presstime staff writer

A dozen years ago it appeared to some in the news media and the public that establishing a forum for public review of the press was an idea whose time had come.

Well, if the time truly had come, it didn't stay long. After a fitful and largely ignored 11-year existence, the National News Council died a year ago [presstime, April 1984, p. 50], and there is little support today for its revival.

At the state and local levels the story is the same. No new councils are being formed, and little enthusiasm for doing so can be detected.

"A lot of people should miss it and nobody does," admits Richard Salant, the former president of CBS News who, as president of the news council in its final days, tried to win over hostile media leaders by increasing media members' power in making council decisions.

Conditions that brought the council down still exist, says its last chairman, Lucy Wilson Benson. They primarily are opposition from journalism's "heavy hitters," including The New York Times and The Wall Street Journal, and a lukewarm reception from others in the media.

In the council's last year, "We decided if we couldn't persuade the biggest to support us, or even to tolerate us, it was not appropriate to carry out a fund-raising campaign among the public," says Benson, a former under secretary of state, former president of the League of Women Voters and one of the original non-journalist members of the council.

Norman E. Isaacs, former executive editor of The Courier-Journal and The Louisville (Ky.) Times, who chaired the council for six of its 10 years, is more sweeping in his assessment. "The whole issue is accountability," says Isaacs. "The American press reserves unto itself the right to criticize everyone and everything in a global society, but it adamantly refuses to let anyone inquire about its own processes, or its own performance."

On the other hand, opponents of the council take exception to the notion that their position implies a refusal to accept or respond to criticism. "I am just as aware of weaknesses and problems of newspapers (as council supporters), but I do not believe a news council is the way to go about solving these problems," says Robert H. Wills, editor of the Milwaukee Sentinel. "They have to be solved by an awareness at each and every newspaper across the country," says Wills, who observed most of the council's meetings in the early 1980s as a representative of the American Society of Newspaper Editors.

There is no effort for revival. "A lot of people should miss it, and nobody does."

With few ancestors and no visible descendents, the remains of the National News Council have been laid to rest at the Silha Center for the Study of Media Ethics and Law at the University of Minnesota. Now in the process of being catalogued, the archives will be made available to researchers at the university's Walter Library.

While many within the press are glad to have the council rest in peace, others feel that it had an impact on newspapers, and that it was favorable. "I think its unfortunate it didn't make it," says Burl Osborne, editor of The Dallas Morning News.

"What I hope has happened is newspapers and networks and others in the media are a whole lot more self-examining than they were," says Osborne. "Papers are more receptive to people of different views and more open to correct errors. . . . We have come to understand that sometimes we look as if we're arrogant even when we're not. I would like to think the news council or at least its principles had some effect on the business, and in some way caused people to be responsive, even to avoid having a news council."

On the state level, the latest attempt at founding a news council was defeated in mid-February by a 3-1 margin by Kentucky publishers. Similar proposals were abandoned in Oregon a year ago and in Wisconsin two years earlier.

Opposing viewpoints that preceded the national council's demise are still battled in the states.

"Experience has shown us that this is an idea whose time has passed, if it ever had a time, and it would be foolish for Kentucky to start one now," says Creed Black, publisher of the Lexington Herald-Leader. "Basically a newspaper is responsible to its readers and not . . . to a bunch of self-appointed busybodies with time on their hands," he says. "Beyond that, it's dangerous in that it creates the notion in some minds that there is such a thing as a code or standards you can edit newspapers by and anybody who deviates from those is not playing by the rules."

Editors, says Black, make decisions "day by day," and the danger is that as more rules are "codified, there is the likelihood somebody will pick that up and try to enact them into law or throw these things back in to your face in a courtroom or use news-council decisions in libel cases."

"I don't know what all the fear and trembling is about," says Paul Janensch, acting editor and publisher of The Courier-Journal and The Louisville Times. He continues the support for state councils voiced by former publisher Barry Bingham Sr. as far back as 1963 in an address to the national convention of Sigma Delta Chi.

"We think it's the right thing to do," Janensch says. "We think people should have a place to go with an unresolved complaint about accuracy and fairness. We're not afraid. We don't think it's a threat to the First Amendment and we don't think it's a legal threat."

The only existing state council, the Minnesota News Council, was formed in 1971. Although it is "not universally loved," says Executive Director Thomas Patterson, it continues to be supported financially by a third to half of the state's newspapers.

With the notable exception of the Honolulu Community-Media Council, efforts to form and sustain city councils have been abandoned.

Contrary to the U.S. experience, press councils are burgeoning in Canada. While the United States has only one state with a council, Saskatchewan is the only province without one. Newspapers' support for provincial councils has been attributed in part to an effort to head off the government from injecting itself into an active press-monitoring role [presstime, Jan. 1983, p. 29]. □

Edward W. Estlow

Scripps-Howard chief tackles big problems in the industry

BY C. DAVID RAMBO
presstime staff writer

Edward W. Estlow, president and chief executive officer of Scripps-Howard, learned the hard way what it takes to publish newspapers. His first job was the do-it-all editor-publisher of the 3,000-circulation Lovington (N.M.) Press. At that time it was a weekly paper, and Estlow served as editor, reporter, ad salesman, pressman, Linotype operator, editorial cartoonist and anything else the paper needed.

"In two years' time I got a greater education than in seven years of college," he says. "I learned how to do everything."

That grounding in newspaper basics ultimately proved invaluable in his rise to and tenure as the chief executive of the eighth-largest newspaper company in the country.

And in the past few years, it came in handy as Estlow—at 65 still as trim as in his days as a star college athlete—emerged as one of the leading troubleshooters for the entire newspaper industry.

"There's never been a job that he has taken on that he hasn't put 100 percent of himself into," says ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle.

Estlow is chairman of the joint effort by ANPA and the Newspaper Advertising Bureau to deal with issues involving the Audit Bureau of Circulations. In that capacity, he has led the newspaper industry into greater participation in ABC affairs than ever before. "He has exhibited the patience of Job, the wisdom of Solomon and the toughness of a chief executive officer to bring together an industry consensus" on ABC issues, Johnson says.

The Scripps-Howard CEO also is chairman of the Newspaper Insurance Advisory Group, which offers advice to Mutual Insurance Co. Ltd. on matters regarding libel, strike and First Amendment insurance. He recently has had to deal head-on with the matter of libel rate increases spurred by heavy claim payouts. (See story, p. 16.)

As his own company's chief executive, Estlow had to deal with another dicey problem—sale of money-losing United Press International. E.W. Scripps Co., the Scripps-Howard subsidiary that sold the wire service in June 1982, and the new owners agreed not to discuss terms of the agreement. Estlow sticks to that promise. He also refuses to comment on the future of UPI, which in the last quarter of 1984 posted its first profit since 1963 [presstime, Feb. 1985, p. 52].

Executives who serve on the numerous boards with him agree that Estlow handles his tough leadership chores in a facile, low-key manner that belies the long and difficult work involved.

One of his strengths is that he is "very confident and knowledgeable about our industry," says Richard E. Diamond, publisher of the Staten Island (N.Y.) Advance. "He has the respect of everybody in the business. There's no question about that."

Estlow also gets high marks from Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., who says the Scripps-Howard executive wrestles the "bread and butter issues of the business very effectively."

That may be because he sees them so clearly. Newspapers' biggest short-term challenge, he says, is "to get a larger share of the advertising market."

Newspapers' biggest long-term problem, he believes, is "to determine how the consumer is going to want his information" in the future and adjusting products accordingly.

That conceivably could mean such things as redesigning—or changing the "segmenting" of—newspapers, or offering an electronic information delivery system. "We need to be one step ahead of where we are today."

But Estlow also can look at the past. And he enjoys recalling parts of it.

For example, one time at his New Mexico weekly he forgot to lock the forms on the paper's flatbed press. When the press was turned on, metal type flew everywhere.

More somberly he recalls a lasting disappointment: having to close the Washington Daily News in 1972. "Washington, D.C., would not support three daily newspapers, and the Daily News was the smallest."

Although Estlow had always harbored the wish to work for newspapers, he did not enter the business until age 30. He earned a bachelor's degree in 1942 from the University of Denver, where he starred in football and track. He was so good in football that he "signed with the Pittsburgh Steelers, but (World War II) came along and saved my life."

The same year he joined the U.S. Air Force and, as a captain, helped establish training schools at universities for cadets waiting to enter pre-flight school. He could not pursue flight school himself because of nearsightedness.

After the war, he returned to the University of Denver Law School and graduated in 1949, but he never took a bar exam. Instead, he went directly to the Lovington Press to assume its management at the invitation of his father-in-law, who owned the paper.

He stayed at the Press until it was sold in 1952. Then he joined Scripps-Howard's Rocky Mountain News in Denver as an ad salesman. He rose steadily: to personnel manager and vice president/business manager of the News, and then, following a 1970 move to corporate headquarters then located in New York, to assistant general business manager, general business manager and, in 1976, president and chief executive officer.

He enjoys painting on weekends and is an expert fisherman with special interest in fly-casting. He also enjoys skiing, tennis and golf.

Estlow and his wife, Charlotte, live in Cincinnati where Scripps-Howard moved its corporate headquarters in 1977. They have four daughters. □

Libel suits are being used as weapons against the press

BY JAMES K. BATTEN

Why has the press recently become so concerned about its relatively low standing in the eyes of the public? Why is this such a big deal? Doesn't the First Amendment protect us from the shifting tides of public opinion? Didn't the Founding Fathers intend to safeguard all kinds of expression—even the irresponsible and unfair and inaccurate—on the grounds that such was the acceptable price of freedom?

In constitutional theory, of course, the answer is yes.

That was the Madisonian ideal, and it has served our nation well for a couple of hundred years.

But the 1980s are different from the 1780s. Sometimes we mindlessly behave as if the freedoms bequeathed by the Founding Fathers are automatically self-perpetuating. But they are not—and I can think of no assumption that is more wrongheaded and dangerous to the cause of a free press in America.

If the people of the United States—your neighbors and mine—continue to believe that freedom of the press serves them well today, then we will have all the allies we need in this battle.

But if our fellow citizens ultimately distrust their press, if they feel the need not to protect the press but to be protected from it, then we will see erosion of First Amendment values, or worse. Mr. Madison and Mr. Jefferson will be little help to us.

Is all this jumping at shadows? I wish it were. I believe we are seeing clear-cut evidence that the lack of respect—not love, respect—is beginning to produce some insidiously tangible results. The evidence is all around us, but let's zero in on one particular aspect of this climate of public opinion—the current rush of libel cases around the country.

Most of you know the factual circumstances as well as I do:

James K. Batten

• The volume of libel suits being brought against the press seems to be far greater than ever before in our history. And judges are much more likely to order jury trials in libel cases now. When those cases get to the juries, we lose almost two-thirds of the time. In the early '80s, the loss rate was more than eight out of 10, so things have improved somewhat, but the record continues to be ominous.

• Juries not only are holding disproportionately for the plaintiffs, they are also awarding huge judgments. In 80 libel cases studied by the Libel Defense Resource Center between 1980 and 1983, the average judgment was close to $2.2 million. Until 1980, there had been only one million-dollar libel award in our history. Since then, there have been two dozen million-plus awards.

It is true, of course, that upwards of 70 percent of the libel verdicts against us are overturned on appeal. And in another 10 percent, the awards are substantially reduced.

But whenever vindication comes, whether it is early or late (assuming it comes at all), the price for a newspaper can be painfully high. High not only in legal fees, but in serious diversion from the demanding jobs we need to be doing back at the office. High also in the cost of libel insurance, which is moving up sharply. (See story, p. 16.)

What does this all mean? Where are we headed?

I believe we are seeing the emergence of libel suits as a weapon which public officials—senators, generals, judges and county commissioners—are seizing upon to re-cast their relationship with the press, radio and television.

And they are finding, in many cases, enthusiastic allies in those ordinary citizens who serve on American juries and are eager, it seems, to cut us down to size. In the process, fundamental First Amendment values may also get cut down.

The relationship between public officials and the press has been shaped over the past two decades by the Supreme Court's landmark 1964 decision in *New York Times v. Sullivan.*

As Mr. Justice Brennan said for the court in that case, our country has "a profound national commitment to the principle that debate on public issues should be uninhibited, robust, and wide-open." For that reason, the court in *Sullivan* wrote a set of rules that gave the press some elbow room in its coverage of public officials.

Many public officials, understandably enough, would have preferred press coverage that was somewhat less uninhibited, less robust, less wide-open. And now, the national spasm of libel litigation strikes many of them as a long-sought opportunity to redress the balance.

Is this good for the country? I know some editors who privately believe it may be—or at least who are not particularly troubled at what is going on. The attitude seems to be that the libel specter will encourage more desirable caution, more meticulous attention to accuracy and fairness.

Perhaps, in some editorial offices, that will prove to be the case, although I wonder about editors who require this sort of prod to run their papers the way they should.

My own feeling is one of some foreboding. There has been a great deal of talk about the "chilling effect" of the Sharon and Westmoreland cases, but I fear that the chill has already begun to set in, in ways both overt and subtle.

Dick Schmidt, ASNE's general counsel who advises editors around the country, says that increasingly his conversations

Batten is president of Knight-Ridder Newspapers Inc. This article is excerpted from a speech he gave Jan. 25 to the North Carolina Press Association.

about specific stories end with the editor saying, "Oh hell, let's drop the thing, it's not worth it to me. I can't afford the risk."

Gene Roberts, executive editor of The Philadelphia Inquirer, not long ago quoted Irvin Lieberman, a suburban Philadelphia newspaper publisher who recently lost one libel case for $150,000 and settled another for $100,000:

"I've gotten out of the investigative reporting business entirely. Because of the threat of libel and what it can do, I've been chilled. I have reluctantly emasculated my business. I have become a bland, profit-making operation. . . . I can't jeopardize my family business on balance against my First Amendment responsibilities as a publisher."

This is not just a phenomenon in and around the edges of America's big cities. In Greenwood, Miss., where John Emmerich publishes the 9,000-circulation Greenwood Commonwealth, the paper faces two $20-million libel suits, one brought by the president of the county board of supervisors. The publishing courage of the Emmerich family in Mississippi at the peak of civil-rights strife in the 1960s is one of the proudest stories in modern American newspapering. Now John Emmerich faces a different kind of threat, and he acknowledges that these libel suits, inevitably, have colored the atmosphere in which he and his editors and reporters do their job.

Have Emmerich and his paper been chilled? "We are trying not to be, but we probably have been, and it galls the hell out of me." John went on to say that in these circumstances, he finds that he must lean over backwards to demonstrate that he bears no malice toward this politician.

So far, the surge of libel activity and its byproducts has not spread pervasively across the country. But the libel threat can surface anywhere, anytime, without warning. The bell tolls for us all.

What can be done about it?

For openers, we can stay the course in the push to make our newspapers as accurate and fair and balanced as fallible human beings can make them. That is one of the great causes of our professional careers, and we must not grow weary of it.

It is true that the First Amendment does not require us to be fair. But we would be irresponsible in the extreme—and just plain dumb—to take easy refuge in that protection. The Constitution may not require fairness, but the American people do.

Surveys show that most Americans don't know what the First Amendment says or means. But they do know what fairness is all about—and they say they support laws to force us to be fair.

As we push to improve our reputation for fairness and accuracy, we must reject the simple-minded argument that the only alternative to hard-hitting newspapering is a milquetoast, don't-make-anybody-mad approach to the news. That's a phony choice.

Some of the best newspapers I know of in the United States today are working equally hard to cover the news in searching, intelligent ways, and at the same time to reach out to their communities and their readers.

They are as manic about rooting out inaccuracy in the newspaper as they are about rooting out wrongdoing at City Hall. They are as impatient with arrogance in the newsroom as they are with high-handedness at the courthouse.

They are also determined to see the world whole, to report the good news as well as the bad, to celebrate individual and community successes while chronicling the shortfalls. They understand the truth of (Gannett Co. chairman) Al Neuharth's point when he warned: "It is the constant negative tone that is getting the public down on the press and paves the way for demagogues on the left and the right to rally people against the press to further their own causes."

We can't afford to do only part of our job. In other, less demanding times, we may have gotten away with it. But in the 1980s and 1990s, we must do the whole job—or put newspapers' future at risk.

That's part of the answer to the country's libel binge, and a critically important part. Another is educate the nation's opinion-makers, including our judges, about the dangers of the present state of affairs. Those implications are not fully grasped today, and we all must help change that.

Happily, there are signs that the dangers are beginning to be understood. One of those signs came last December in a thoughtfully potent opinion by Judge Robert Bork of the U.S. Court of Appeals for the District of Columbia. The case involved a column by Evans and Novak, in which they said some unpleasant things about a Marxist professor at the University of Maryland.

Bork, a highly regarded conservative said to be high on President Reagan's list of potential Supreme Court nominees, was part of a 6-to-5 majority that voted to dismiss the professor's $6-million libel suit against Evans and Novak.

The case, Bork writes, "arouses concern that a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries, may threaten the public and constitutional interest in free, and frequently rough, discussion."

The judge refers to the professor's request for $6 million in damages and points out: "In the field of journalism, these are enormous sums. They are quite capable of silencing political commentators forever."

Then Bork says: "The American press is extraordinarily free and vigorous, as it should be. It should be, not because it is free of inaccuracy, oversimplification, and bias, but because the alternative to that freedom is worse than those failings."

Judge Bork writes that *New York Times v. Sullivan* "seems not to have provided in full measure the protection for the marketplace of ideas that it was designed to do. Instead, in the past few years a remarkable upsurge in libel actions, accompanied by a startling inflation in damage awards, has threatened to impose a self-censorship on the press which can as effectively inhibit debate and criticism as would overt governmental regulation that the First Amendment most certainly would not permit."

Judge Bork has gone to the heart of the issue. May his tribe increase. □

LEGISLATION

Feds have little interest in restricting liquor advertising

Despite a lot of attention this year, the federal government is showing little enthusiasm for restricting advertising of alcoholic beverages.

Sen. Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcoholism and Drug Abuse, has "absolutely" no plans to introduce legislation following her panel's Feb. 7 hearing on broadcast beer and wine advertising.

Furthermore, at the hearing, Federal Trade Commission Chairman James C. Miller III said it was "unlikely the FTC will mount a frontal assault on alcohol advertising" because there was little evidence that reducing it would reduce alcohol abuse. The FTC has been asked by a national coalition to limit alcoholic-beverage marketing [presstime, Jan. 1984, p. 36].

Ad available from Advertising Council

Miller told the Hawkins subcommittee that a federal interagency committee might be formed to evaluate and make recommendations on efforts being made to educate the public about alcohol abuse.

Hawkins called the hearing after several members of the House of Representatives indicated that if introduced, a measure to ban the broadcasting of beer and wine commercials would "sail right through" the House, a subcommittee spokesman said.

As of late February, no bills had been introduced in the 99th Congress to ban broadcast advertising of alcoholic beverages.

However, a bill authorizing a study on whether there is a link between advertising and alcohol abuse was submitted Jan. 30 by Rep. Howard C. Nielsen (R-Utah).

Meanwhile, on the state level, the Georgia House Jan. 22 rejected, by a 118 to 46 vote, a bill that would ban alcohol-advertising.

In recent months, broadcasters have stepped up public service campaigns against alcohol abuse and drunk driving.

ANPA Counsel René P. Brown has asked newspapers that have devoted advertising or editorial space to the subjects to send examples to her at The Newspaper Center in Reston. □

Tax bills target circulation expense deductions

Two major tax bills before Congress would require newspapers to stretch out tax deductions for circulation expenses rather than claim the entire amount in the year in which they are incurred.

One proposal, authored by Sen. Bill Bradley (D-N.J.) and Rep. Richard A. Gephardt (D-Mo.), would require expenditures to "establish, maintain, or increase the circulation of a newspaper, magazine, or other periodical" to be taken as a deduction in equal parts over a 10-year period. The other proposal, whose principal sponsors are Rep. Jack Kemp (R-N.Y.) and Sen. Robert W. Kasten Jr. (R-Wis.), stipulates a five-year period.

The Magazine Publishers Association is "strongly opposed" to the plans, according to Chapin Carpenter Jr., MPA senior vice president. Although the legislation also was introduced in the last Congress and received no action, Carpenter said the bills are of major concern now because of the priority being given tax simplification by the Reagan administration.

ANPA is studying the legislation, including whether covered circulation expenses would include such things as advertising for subscribers, telephone solicitations, rack cards, etc.

The House Ways and Means Committee held its first hearing on tax reform proposals Feb. 27. □

REGULATIONS

IRS eases rule on record-keeping for company cars

After being bombarded with protests, including objections filed by ANPA, the Internal Revenue Service modified its new rules on the personal use of company cars.

The rules implement a provision of the Deficit Reduction Act of 1984 designed to crack down on excessive business tax deductions.

Under the regulations, placed in force this year, employees who drive company cars must keep detailed trip logs to support business tax deductions. Employers then use the records to calculate the value of the personal use of the car, which then is added to the employee's taxable income.

That overall objective of the regulations remains in effect. However, IRS Jan. 25 announced it would ease its record-keeping requirements.

Among other things, the agency eliminated the "contemporaneous"—that is, as soon as it happens—record-keeping requirement if the personal use of the vehicles is limited to commuting or short trips during the business day. It also reduced the number of entries required if a vehicle is used for a series of business trips during a day.

Meanwhile, the House Ways and Means Committee scheduled a hearing March 4 on the record-keeping requirements. Several bills have been introduced to repeal the law.

In objecting to the IRS rules before they were modified, ANPA called them "unwise, unnecessary and improper."

Complying with them would result in "substantial" increased costs to newspapers, the Association said. "Of course, increased costs must be paid through increased revenues from advertising and/or sales to readers," it added.

The new law has caused some newspapers to eliminate company cars or curtail their use, according to Carolyn Pictor, director of finance for Fort Wayne (Ind.) Newspapers Inc., who recently polled some members of the International Newspaper Financial Executives on the issue. Results of the survey, which went out to members of INFE's Information Exchange Committee, will be published in the INFE publication Newspaper Controller. □

ANPA may play role in coordinating frequencies used by newspapers

Pending approval of the ANPA Telecommunications and Executive committees, ANPA intends to indicate its availability this month with the Federal Communications Commission to serve as the frequency coordinating committee for the Relay Press Radio Service.

The service is a block of frequencies set aside for use by newspapers and wire services for their two-way mobile radio systems.

The FCC has proposed requiring all private radio services to have a frequency coordinating committee to review applications for new hookups or modifications to existing operations.

Meanwhile, the threat that Relay Press would be consolidated with two other groups of special-use private land mobile radio services has dissipated.

The Special Industrial Radio Service Association Jan. 4 withdrew its merger request to the FCC. The consolidation was overwhelmingly opposed by the 200 newspapers with licenses to operate radios on Relay Press frequencies that returned an ANPA questionnaire on SIRSA's plan [presstime, Dec. 1984, p. 34]. □

Fairness doctrine views reiterated

ANPA restated its support of efforts to free broadcasters from fairness-doctrine obligations in hearings before the Federal Communications Commission.

ANPA Telecommunications Committee Vice Chairman Robert M. Johnson of Newsday said the printed press provides a "rather successful model" for achieving fairness. "The public demands we be fair, and we police ourselves . . . to ensure we meet this standard," Johnson also said.

The FCC hearings were held Feb. 7-8 as part of a review of the controversial doctrine [presstime, Nov. 1984, p. 35]. □

AT&T tariff opposed

Dow Jones & Co. and the Associated Press were among those protesting AT&T's Jan. 18 private line tariff request to the Federal Communications Commission.

A Dow Jones spokesman said the company's annual phone bill could increase by as much as $5 million, and an AP spokesman predicted the wire service's increase would be "substantial" in some situations. □

COURTS

Virginia libel standard set

The Virginia Supreme Court Feb. 1 issued a consolidated opinion in four libel cases that establishes a negligence standard for deciding libel cases involving private individuals in the state.

The standard requires a libel plaintiff to prove negligence on the part of the media or private-individual defendant in order to recover compensatory damages.

It applies only in cases where there is "substantial danger" to the plaintiff's reputation from the defamatory statement, the court said; otherwise, malice must be established.

The opinion came in cases involving newspapers in Charlottesville, Alexandria and Goochland County, and one private individual. □

COURT BRIEFS

• Retired Army Gen. William C. **Westmoreland** Feb. 18 dropped his $120-million libel suit against CBS Inc.

Westmoreland claimed he had been libeled by a 1982 CBS documentary, "The Uncounted Enemy: A Vietnam Deception," that reported he misrepresented enemy troop strength when he was commander of U.S. ground forces in Vietnam.

The trial was into its fifth month when the abrupt end came. In a joint statement, the parties said that "their respective positions have been effectively placed before the public for its consideration" and that continuing the case would serve no further purpose.

• The New York Post has **settled a $470,000 libel judgment** against it.

In return for dropping further appeals, the Post agreed to pay $490,000 instead of the $552,000 that was the total of the damages plus interest.

According to a Post spokesman, the decision not to pursue the case was made at the insistence of the newspaper's insurance company.

The suit was brought by Greenleigh Associates Inc., a now-defunct consulting firm, over two articles published in 1977.

The New York Supreme Court Appellate Division had affirmed a lower court verdict against the newspaper but reduced the original damage award of $750,000.

• Former Philadelphia Mayor Frank Rizzo filed a **libel suit** against the Philadelphia Daily News over a reference to him in an in-house, mock edition of the newspaper designed as a goodbye gag for a staffer leaving the newspaper.

It is the second Rizzo libel suit currently pending against the Daily News in the Court of Common Pleas in Philadelphia. The other is based on an editorial cartoon.

• The Illinois Supreme Court Jan. 22 permanently authorized the **photographing, broadcasting and televising of proceedings** in the state's appellate courts. Such coverage had been allowed in those courts on an experimental basis since November 1983.

However, the court ruled 4-3 not to extend the authorization to trial courts.

• A second out-of-court settlement was reached Jan. 17 in the $3.65-million **invasion-of-privacy suit** against The New Mexican of Santa Fe filed by the Indians of the Santo Domingo Pueblo. Among other things, the newspaper agreed to print an apology reviewed by both parties and to give the Indian tribe money for scholarships, internships for its youth and some free advertising [presstime, Nov. 1984, p. 34].

• An **out-of-court settlement** has been reached in a lawsuit filed by Brown Newspapers of California against Ingersoll Publications of Sharon, Conn., in a dispute arising from the closings last year of the Berkeley [Calif.] Gazette and its sister paper, the Contra Costa Independent of Richmond, Calif.

At issue was ownership of the newspapers and responsibility for debts owed BarclaysAmerican/Business Credit Inc. of Hartford, Conn. [presstime, June 1984, p. 70].

Terms of the settlement were not disclosed, but the Associated Press reported that the Brown family would pay Barclays "in the magnitude of $1 million" over 10 years and that Ingersoll would pay "a relatively small portion."

• A New Jersey Superior Court judge vacated the conviction of a reporter for the Morristown Daily Record who had been found guilty of **impersonating** a morgue official to obtain interviews with the family of a murder victim [presstime, Oct. 1984, p. 20].

ANPA opposes FOIA exemption for postal records

ANPA has urged the U.S. Postal Service to withdraw a proposal to seal certain records on all second-, third- and fourth-class mail. The service wants an exemption for the information under the federal Freedom of Information Act.

USPS said it does not want to release information such as the volume of third-class mail entered by direct-mail firms—or information on second-class newspapers—because mailers' confidential business information may be disclosed.

The proposal is intended to "protect customers' mail privacy," Postal Service officials said. It also would clear up inconsistent practices of releasing information, they said.

ANPA said it questions "whether disclosure of bulk mailing figures causes any harm to mailers at all." It said release of aggregate mailing figures "tells little about the mailer that any person with a mailbox cannot deduce. . . . Knowing even the amount of postage paid tells nothing that a competitor could not glean through researching the Domestic Mail Manual."

The Association added that release of the "sparse details of a statement of mailing" would fall far short of resulting in the sort of substantial harm that must be shown for an FOIA exemption.

ANPA Vice President and General Counsel W. Terry Maguire said some newspapers recently have reported being denied access to postal information on competitors. □

Canada Post, workers reach impasse

A Canadian labor conciliation commissioner Feb. 28 was scheduled to submit recommendations for a new labor contract between Canada Post Corp. and its biggest union, the 23,000-member Canadian Union of Postal Workers.

Canada Post and the union reached an impasse in talks Feb. 15. The major stumbling block was job security for union members, said Post spokesman John Caines.

He said the commissioner's report could lead to settlement on a new labor contract or further negotiations toward that end.

Or it could lead to continuation of the stalemate with the possibility of a strike and Canada Post shutdown, Caines said. CUPW members in late February were voting on whether to strike in that instance. A strike legally could begin seven days after the commissioner submits his report.

CUPW last struck Canada Post in 1981 with a 42-day walkout [presstime, Sept. 1981, p. 12]. □

ANPA issues guidelines on 2nd-class non-subscriber mail

ANPA has produced a "how-to" pamphlet on the use of second-class mail for non-subscriber mailings.

Many newspapers have found they can take advantage of the often lower prices and usually faster service of second-class for total- or target-market-coverage programs. The ANPA publication, "Improving Your Market Position through Second-Class Mail," was developed because of confusion over the morass of postal regulations.

Copies are available from the ANPA Legal Department at The Newspaper Center in Reston.

Advo complaint unfounded, USPS says

The U.S. Postal Service has characterized as unfounded Advo-System Inc.'s complaint to the Postal Rate Commission about newspapers' use of second-class mail for non-subscriber mailings.

In comments to the commission, USPS denied that its rules are broken when newspapers mail an extra issue—effectively, a total-market-coverage product—via second-class.

The Postal Service also said Advo's complaint should be dismissed because the commission does not have jurisdiction to hear the case.

ANPA plans to comment early this month in support of the USPS position. The Association believes that existing postal rules allow some forms of second-class delivery to non-subscribers [presstime, Feb. 1985, p. 34]. □

Strapped in by

State newspaper organizations are beginning to seek exemptions from mandatory seat belt laws for newspaper delivery vehicles.

These vehicles make frequent stops, they point out, and having to take a seat belt on and off repeatedly is inconvenient and counterproductive.

Three states currently have mandatory seat belt laws, and 32 others had bills introduced in their legislatures this year.

Of particular concern are motor-route drivers. Typically, they reach across the front seat of a vehicle, roll down the window and insert the newspaper into a tube. This is difficult, if not impossible, to do while restrained by a conventional seat belt, according to some newspaper circulation directors.

The New York State Publishers Association is lobbying for an exemption to that state's first-in-the-nation seat belt law, which took effect Dec. 1. "We figure that each month we probably have people who have to buckle and unbuckle about 13 million times," said John D. Kutzer, NYSPA executive director.

A bill introduced at the request of NYSPA would exempt "operators who in the course of their employment make deliveries without exiting their vehicle, such as but not limited to rural mail carriers." This kind of "blanket" exemption suits newspapers' needs, Kutzer said.

In Virginia, it was a proposed exemption for mail carriers that sparked the idea that newspapers also should be exempt,

seat-belt laws

reported Ray Carlsen, executive manager of the Virginia Press Association.

VPA last month got the Virginia House of Delegates to exempt "any person while operating a motor vehicle and performing the duties of rural motor newspaper route carrier, newspaper bundle hauler or newspaper rack carrier." The seat belt bill later died in the Senate.

At least one other state newspaper association, Ohio's, is known to be considering seeking an exemption.

In addition to New York, New Jersey and Illinois have seat belt laws, but both contain exemptions that could apply to some newspaper delivery.

New Jersey's law, which took effect March 1, applies only to passenger vehicles. Illinois' law, which takes effect July 1, exempts a "driver or passenger frequently stopping and leaving the vehicle or delivering property from the vehicle, if the speed of the vehicle between stops does not exceed 15 miles per hour."

In Canada, eight of 10 provinces require seat belt use. Ontario's law, adopted in 1976, served as a model for the others. It grants an exemption for persons engaged in work that requires them to get in and out of their vehicles frequently, provided that the vehicle's speed does not exceed 40 kilometers (25 miles) per hour.

—Margaret Genovese

Seat belt hampers carrier Frank Swinney of Capital Newspapers, Albany, N.Y.

Skip Dickstein, Capital Newspapers

Red Cross to sponsor meeting on 'Safety of Journalists'

The International Committee of the Red Cross has invited 16 press organizations to an April 23-24 meeting in Switzerland on "The Safety of Journalists on Dangerous Professional Missions."

This meeting—with half the invited groups based in Western countries, the other half in Third World or Communist nations—is considered by some press observers to be an alternative to a proposed meeting in Mexico City, which did not include Western free-press groups.

Dana Bullen, executive director of the World Press Freedom Committee, said he was "encouraged by the even-handed approach the ICRC is taking, including emphasis on first analyzing the hazards facing journalists before leaping to conclusions about what might be suggested in this sensitive field."

ANPA had joined the chorus of concern by Western press groups fearful that the proposed Mexico City meeting might lead to "licensing" of journalists in the guise of providing for their "protection." That meeting, originally set for March, has now been postponed to an unspecified date [presstime, Nov. 1984, p. 44]. □

FIEJ to assess future finances, services

The board of directors of the International Federation of Newspaper Publishers has approved a 51-percent dues increase recommended several months ago.

Because of the strengthening value of the American dollar relative to the French franc (in which dues are assessed), the actual increase for ANPA will only be about 28 percent—increasing the 1984 dues of about $22,700 to about $29,000 in 1985 (at current exchange rates) [presstime, Nov. 1984, p. 44].

In a compromise move, the board voted the increase for only one year, agreeing to reassess the federation's financial future before determining a long-term dues structure.

To facilitate the planning process, the board recommended that a consultant be hired to survey the organization's membership.

This survey will "examine what the members want the organization to do and what they are willing to pay to get the job done," said K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., who represents ANPA on the Planning and Perspectives Committee that recommended these changes to the board. □

WORLD PRESS NOTES

• The 1985 winner of the **Golden Pen of Freedom** is Joaquin 'Chino' Roces, former publisher of The Manila Times, who has been held under house arrest by the Philippine government since 1983. The paper was the Far East's largest circulation English-language daily when it was closed by the Marcos regime in 1972.

The award is presented yearly by the International Federation of Newspaper Publishers, or FIEJ, to a journalist making an outstanding contribution to press freedom.

• Jeremy Levin, Beirut bureau chief for Cable News Network, who had been missing since he was kidnapped in March 1984, **escaped in mid-February**. Claiming responsibility for his captivity [presstime, Feb. 1985, p. 32] was the radical Moslem group, Islamic Jihad (Islamic Holy War).

• Severe **press restrictions** already in effect **in Chile** will be extended through April, according to a 90-day extension imposed by the military government in early February.

As part of the declared "state of seige," six opposition magazines were closed in November and political news, particularly about opposition to the military regime, has been severely censored [presstime, Jan. 1985, p. 47].

• The Brussels-based International Federation of Journalists has formally **protested the action of the Indian government** in charging an Indian reporter for the Associated Press with sedition and inciting domestic discord. These allegations against Brahma Chellaney grew out of his reporting the actions of Indian troops in their attack on a Sikh stronghold in the Punjab last June [presstime, Jan. 1985, p. 47].

Seattle Times develops portable computer, cellular radio unit

A portable unit for sending data using a cellular telephone has been developed at The Seattle Times.

The unit marries a Radio Shack TRS-80 Model 100 portable computer with a General Electric GE Star portable cellular telephone.

Cellular communications is a new type of radio-telephone technology using low-powered antennas located in zones, or "cells," of an area to send and receive calls.

Other news organizations have pioneered in the use of portable cellular phones for voice communication [presstime, May 1984, p. 14]. And The Register in Santa Ana, Calif., claims to be the first newspaper to transmit stories using TRS-80 Model 100s and cellular car telephones, having done so during the 1984 Summer Olympic Games in Los Angeles.

But the Times may be the first with an all-portable combination.

The Times experimented with the concept for several months and put the unit into operation in February, according to Steve Raymond, systems editor.

The cost of the unit, including a custom-built suitcase to carry it but excluding the cost of the computer, was $3,245.

The only disappointment has been the unit's weight, 35 pounds. "Slightly built reporters will have trouble packing it around," Raymond said. The heft is primarily attributable to the batteries required to operate the phone. The unit contains sufficient battery power to transmit continually for an hour and a half. The phone also can be plugged into a wall outlet or a car cigarette lighter.

Although both Raymond and Gary R. Lycan, The Register's assistant managing editor for operations, are enthusiastic about data transmission using cellular phones, they have found a few limitations. Lycan noted that data cannot be transmitted using a car-based cellular phone while the vehicle is moving because going from cell to cell interrupts the data flow. And Raymond said he found data were not faithfully transmitted from within a building with a metal roof.

Meanwhile, the investigation continues into newspaper uses for cellular phones. Raymond reported the Times successfully transmitted a photograph using the cellular phone and a portable scanner. □

Biggest drawback is weight: Case weighs 35 pounds because of heavy batteries.

TELECOMMUNICATIONS NOTES

• American Telephone & Telegraph Co. said it is talking with "a number of companies" about **starting a videotex service**. None is a newspaper company.

An AT&T spokesman said the company wants to provide electronic financial services. "We're not interested in electronic publishing," he said.

The spokesman said AT&T has signed no agreements nor made any announcements. New York's Chemical Bank, Time Inc. and Bank of America reportedly are possible participants in the system.

• Harris Electronic News, a videotex service of Harris Enterprises Inc., has **suspended operations**. The service, sold to consumers for more than two years, switched in October to selling to other database operators [presstime, Oct. 1984, p. 41].

A Harris official said the electronic news system will be kept ready for revival if a market develops.

• Knight-Ridder Newspapers' videotex system **cut its rate for Viewtron subscribers** who lease an AT&T Sceptre terminal. The monthly rate dropped March 1 by about 40 percent to $24.95.

In another step to attract needed customers [presstime, Dec. 1984, p. 25], Viewtron this summer is expected to be made accessible to users of personal computers through use of a new software program. No pricing structure for this service has been announced.

• The ANPA Telecommunications Department has produced a **"how-to" guide for negotiating contracts** in electronic publishing ventures. It also has compiled a **booklet of reprints** of presstime articles on the status of newspapers and the telecommunications industry.

Copies of the publications are available from the Telecommunications Department at The Newspaper Center in Reston.

• Chillicothe (Ohio) Telephone Co., an independent local firm that is not bound by terms of the AT&T consent decree, said it will launch in early April a **commercial videotex program** called Vicom Information Service.

The service will follow a 50-home test begun last November. Access is through personal computers or through terminals available by lease or purchase from Vicom.

Chillicothe Telephone has hired a three-person news staff to provide local news, weather and sports scores. The service also will provide retail and classified advertising.

Advertising and news departments both must cater to readers

BY JOHN A. WOLF

Be faithful to the reader and court the national advertiser: These goals aren't conflicting; rather, they're bound as tightly as protons and neutrons—and are equally as important to the continued success of our business.

The recent INAME Sales Conference revolved around this maxim, and after four days of the most intensive programming the organization has offered, hundreds of advertising and marketing executives returned home with it fixed in their minds.

Richard G. Capen Jr. first proposed the interdependent goals in his keynote address. Ultimately, he reminded us, the advertising department must be concerned with the reader. "You have as much at stake (as the editorial department). . . . We're all in it together," he said. Satisfying both the reader and the advertiser results from careful marketing, and the chairman and publisher of The Miami Herald urged us to "encourage marketing in a total sense across the newspaper." Capen related an example from the Herald: a yearly "think-tank" when all department heads sit together and establish the direction of the newspaper—a marketing function "to help our readers and thereby satisfy our roles."

INAME members embraced Capen's challenge—and those of the 80-plus speakers who followed him—during this conference on "Strategies for Success."

National advertising emerged clearly as offering our greatest potential for growth. We are the oldest commercial medium, and we sell with the confidence that comes from a deep understanding of our product and the results we produce for our customers. But in many respects, we are suddenly a new, young medium with many challenges ahead. We still must make our medium more attractive for the national advertiser.

Although quick to acknowledge newspapers' unique benefits, national advertisers and their agency executives told conference-goers the reasons we hold only a 12-percent share of national consumer advertising business. None of those reasons is unfamiliar; most, we already are tackling.

Stan Richards, "an outspoken, unabashed fan of newspapers," declared newspapers' size endears the medium to ad agencies' creative people: "It's the largest canvas I can use," he said. "If my ad is well-conceived . . . I can stop you in your tracks. No other medium has that power to arrest."

John A. Wolf

Richards, a principal partner in the Richards Group of Dallas, voiced, however, an often-heard complaint. "Buying newspapers is not as easy as buying other media."

Another confessed fan, Julian Clopet, president of Ogilvy & Mather-Canada, Toronto, added five suggestions:

- Make newspapers more measurable, more product-specific, and expand research.
- Make newspapers more glamorous, and promote this.
- Improve attitudes of newspaper people toward national advertisers and their agencies, who often "are perceived as second-class."
- Encourage innovation.
- Realize television isn't newspapers' only competitor. "Most major marketers today don't regard direct mail simply as junk mail."

Clopet urged us to nurture a "symbiotic relationship" with television, recognizing that the two media have distinct strengths and building on their differences. "As a consumer, would you make a buying decision on a complex product based on a 60-second commercial?" he asked. Answering that question in the negative, he demonstrated by showing a spot that, although dramatic, left many unanswered questions about an AT&T computer system. "Newspapers are the perfect medium," Clopet said. "Newspapers clinch the sale."

Eugene C. Patterson, chairman and CEO of the St. Petersburg Times and Evening Independent, proposed that the "challenge of national advertising is mainly one of creativity." Nearly every advertiser and agency executive on the program related our need for creativity to our lack of good, standardized color—another problem we already recognized.

"Newspapers are now the only visual medium that is not considered a full-color medium," said Craig C. Standen, Newspaper Advertising Bureau president. Although research has documented that newspaper color ads "generate impact scores that are greater than the added costs . . . many newspapers continue to feel they are carrying all the color they really want to run, or because of capacity problems, all the color they can run," he said. "There's a new drive to upgrade our color."

Addressing production problems, exploring advertiser incentives, converting preprints to ROP, and maintaining share against direct mail and broadcast competitors all were popular topics during the Jan. 27-30 conference, which attracted record total attendance of more than 1,400. We have a better understanding of our reader, a clearer picture of our competition and new strategic opportunities. □

Wolf, senior vice president of the Dallas Times Herald, is the newly elected president of the International Newspaper Advertising and Marketing Executives.

Study will explore insert trends

Printing Industries of America and a consulting firm will conduct a year-long study on the trends and growth of inserts in the "changing newspaper marketplace" for the next five years.

The study, "The Future of Insert/Flyer Marketing and Production: Trends and Critical Development 1985-1990," will focus on the marketing and production of inserts and will include a review of 1,000 collected samples across the nation.

Among topics to be studied are future patterns in use of advertising inserts and in distribution method and frequency.

The study will be completed by the first quarter of 1986, according to PIA, a trade association for the printing industry. □

AD/SAT joined by 2 other networks that can deliver national ads

As planning for the AD/SAT satellite ad-delivery system continues, two other networks have been formed that can offer national delivery of advertising.

One is a network of newspapers that produce high-quality color. It was organized by Gannett Media Sales as a "whole new vehicle" to spur color newspaper advertising, according to GMS President Ramon G. Gaulke.

The other is a satellite, facsimile-transmission service offered by The Washington Times to carry any type of printed material—from copy to architectural blueprints, according to Timothy R. Hutchens, Times national operations manager.

AD/SAT project coordinator N.S. "Buddy" Hayden said he does not think either the Gannett or Washington Times service will have much competitive impact on his project, which is being developed by the Robert Wold Co. It plans a 12-newspaper test later this year [presstime, Dec. 1984, p. 46]. He said the market likely will support only one major effort to deliver national ads by satellite.

The electronic hardware for AD/SAT has been designed by Matsushita Graphic Communications Systems of Japan. It consists of flat-bed scanners to be located at AD/SAT transmission facilities and drum recorders to be located at newspapers for reception of ads. Newspapers that are part of the system will need about a nine-foot-square area for the equipment.

The new Gannett color-ad service in late February had about 100 participating newspapers with 9.1-million total circulation. Through the network, national as well as retail advertisers can place one order for any or all the newspapers and receive one bill.

Advertisers must buy at least 1 million circulation, Gaulke said.

Advertisers supply GMS with one copy of the advertisement and GMS in turn provides it to all newspapers scheduled in the order. Ad delivery is primarily by mail, Gaulke said, but, when appropriate, separations will be relayed to USA Today printing plants via the national newspaper's satellite system.

Participating newspapers must print color at least equal to USA Today quality. "We are going to kick anybody out of it that doesn't produce quality up to USA Today standards," Gaulke said.

Two Gannett newspaper companies that had planned to be part of the AD/SAT test this year, The Cincinnati Enquirer and Westchester Rockland (N.Y.) Newspapers, withdrew upon Gannett's setting up the color network.

The Washington Times' new service will exploit the satellite transmission system established for the Times' national edition. Marketing of the new system was just getting under way in late February, Hutchens said.

The service is designed "not necessarily just for media companies," he said, but because the Times' satellite receiving stations are located at media locations, media-related materials will be prime candidates for the system's use. "Whatever anybody wants to send, that's fine," Hutchens said. □

Advo's Valentine resigns for personal reasons

John A. Valentine, president and chief executive officer of Advo-System Inc. and John Blair Marketing, announced in February that he will resign for personal reasons March 18.

Valentine has been a central figure in the rise of the direct-mail challenge for newspapers. Under his tutelage, Advo developed its shared-mail program called "Marriage Mail" into one of the leading services in which two or more ad circulars are combined to take advantage of low postal rates for third-class bulk mailings.

Valentine, who could not be reached for comment, will be succeeded at Advo by William W. McConnell, the company's current executive vice president, who has served in management there for 14 years. The new president of the couponing firm John Blair Marketing will be Steven Kampff, currently executive vice president.

Advo and Blair Marketing are subsidiaries of John Blair & Co., a marketing and communications firm that also owns five television stations, eight radio stations and other businesses. Advo and Blair Marketing were consolidated late last year to eliminate duplication of efforts [presstime, Dec. 1984, p. 35]. That consolidation remains, said Josef B. Rosenberg, Blair Co. vice president of communications. □

Newspapers' share of coupons reaches all-time high

Setting a new record, newspapers carried 82.1 percent of all manufacturers' cents-off coupons in 1984, according to figures released by the Nielsen Clearing House.

Also reaching a new high in 1984 were Sunday inserts, which carried more coupons than any other single form of advertising—42.7 percent of the total—an increase of 33 percent from 1983.

The next largest coupon categories—run-of-paper and co-op—declined. In 1984 only 17.3 percent of coupons ran ROP and 10 percent as part of co-op ads—down 17 and 18 percent, respectively.

However, the amount of coupons in mid-week inserts increased dramatically—by 37 percent to an 8.8-percent share of the coupon bonanza.

The annual report by Nielsen, which processes the lion's share of the nation's coupons, showed that coupon distribution in newspapers and overall was up just over 14 percent in 1984, going from nearly 143 billion in 1983 to over 163 billion last year [presstime, Dec. 1984, p. 13].

Contrasted with newspapers' success as coupon distributors, direct mail's share rose just one-tenth of a percent in 1984, accounting for only 4.4 percent of the total. And magazines declined from 10 percent to 8.5 percent of the coupon market. □

INAME Foundation nears fund-raising goal

The International Newspaper Advertising and Marketing Executives Foundation is more than two-thirds of the way to its goal of raising a $1-million capital fund.

Income from the fund will expand the Foundation's efforts to foster better understanding of newspaper advertising and marketing among college advertising students and faculty [presstime, Sept. 1984, p. 14].

The campaign began last June, and by late February contributions or pledges exceeding $700,000 had been received from among the 50 largest newspaper corporations whose support was solicited, according to Sidney W. Bordelon, INAME general manager and secretary-treasurer. In the next phase of the campaign the general INAME membership will be contacted. □

Five strategies for '85

BY CRAIG C. STANDEN

At the recent INAME convention, Leo Bogart and I outlined five strategies that we believe can help newspapers be successful this year. I'd like to use this column to share some highlights of these five strategies with you.

1. Improving our product. Upgrading newspaper color is, we believe, the number-one priority. Newspapers are now the only major visual medium that is not perceived as a full-color medium.

The bureau is working with ANPA and others to develop industry-wide initiatives that will gain greater newspaper commitment to color availability for advertising and help develop more standardization among newspapers in terms of reproduction quality, color premiums and creative options.

In April and May, the bureau's Charlie Kinsolving will conduct color workshops in a dozen cities to review technical problems and opportunities, to present new NAB research of color in newspaper editorial and advertising, and to discuss the current color scene in terms of creativity.

To improve newspapers' research, the bureau is working with a dozen newspapers on a new series of ad performance studies, measuring page opening, reader interest in individual ads, and performance of large vs. small ads and color vs. black-and-white.

2. Combating our competition. Recently, in cooperation with Atlanta's daily newspapers and six Atlanta retail advertisers, the bureau designed a test to compare the sales productivity of direct mail with that of newspaper run-of-paper ads and inserts, used alone or in combination with a total market coverage product.

The test showed the sales productivity of newspaper ROP and inserts to be nearly three times as great as solo direct mailings. It is a story you'll want to tell your own local advertisers in full, and the bureau has prepared for such occasions a slide presentation and a research report "What's the Best Way to Advertise?"

To be fully effective, we need to conduct similar research in other markets, and we are looking for additional newspapers to work with. If you're interested in having your newspaper take part in such a study, get in touch with Stu Tolley, our director of research.

Standen is president of the Newspaper Advertising Bureau in New York City.

We continue to offer NAB members our shared-mail workshops, which last year were attended by representatives of more than 600 papers.

3. Keeping up the sales pressure. In national advertising, the bureau sales staff is working with four new sales presentations, two in the aviation field and two in the automotive field. These presentations also need the wider exposure that only individual newspapers can provide—by getting on the programs of regional and state association meetings and showing them there, and by making presentations to air-travel and automotive-sales companies in your market.

Craig C. Standen

To get more airlines advertising, use the presentation called "Flight Patterns" to show your airline and travel accounts how newspaper readers and frequent flyers share a similar demographic profile. "How to Be an Overnight Sensation" shows overnight delivery companies how newspapers can help them gain business.

For auto-dealer associations, "The Right Thing" shows how a media mix involving newspapers can reach more customers than a TV-only ad schedule. Another new NAB presentation, "The Auto Aftermarket," is based on a study on the care and feeding of family automobiles. You can get information on both these automotive presentations from Val Corradi in our Detroit office.

In retail, we're concentrating on keeping up the pressure in two areas. One is fashion marketing, the other is industry-wide promotions. To give you an idea of the dollars involved for your newspaper in the latter category, last year more than 400 papers participating in the National Furniture Sale and Sweepstakes received $122 million in furniture advertising during the 10-day promotion.

Upgrading newspaper color is, we think, the number-one priority for our business.

In classified, last fall we introduced a new Classified Planbook to complement the annual Retail Advertising Planbook. We are also continuing our highly successful classified research program, which has produced outstanding studies of today's home buyers and sellers and of hard-to-recruit workers in the high-tech and nursing areas.

4. Upgrading our skills. Training, especially sales training, has become one of our industry's most important functions. The bureau catalog lists hundreds of workshops, seminars, training programs, books, films and tapes you can use to improve your staff's performance in every area of newspaper advertising sales.

To get the most out of your bureau membership, it's worthwhile to leaf through the catalog every couple of months and see if one of these training programs could be helpful. Note especially our two newest programs on telemarketing and one-on-one selling.

5. Raising creativity consciousness of advertisers and agencies. We must constantly remind the people who create and place advertising of the many fresh, creative ways they can use newspapers to meet their marketing needs.

We do this with annual award competitions, such as the Athena Awards for overall newspaper advertising awards; the NoRMA awards for retail ads, which we present with the National Retail Merchants Association; and the DANDY Awards for automotive dealer ads.

Many papers actively encourage their advertisers to enter these competitions, and some actually do the entering for their retailers and agencies. In addition, several have begun to honor the outstanding advertisements created in their own markets with mini-Athena awards.

Our biggest creativity project is the annual Creative Newspaper, begun in 1966. The 82 ads it contains are a dazzling showcase of newspapers' creative power. If your newspaper hasn't distributed a copy to every ad manager, account executive, copy writer and art director in your market, I urge you to do so. □

25 cents daily, 50 cents Sunday remain predominant newspaper prices

The predominant price of a daily newspaper remained 25 cents in 1984, but there was a notable increase in the number of dailies costing up to twice that much.

That's the major finding of ANPA's annual survey of single-copy, street-sale prices (city zone), which last year covered 1,803 dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands.

It showed that 1,346, or 74 percent, of those surveyed cost 25 cents per copy. Strikingly, those numbers were exactly the same as the figures from 1983 [*presstime*, March 1984, p. 42].

The changes occurred above and below the 25-cent level.

Increasing were the numbers of 30-cent newspapers (127 to 159), 35-cent newspapers (42 to 99) and 50-cent newspapers (two to five).

Meantime, there were decreases in the number selling for 10 cents (from 12 to 8), 15 cents, (94 to 62) and 20 cents (187 to 115).

One paper—the Daily Bulletin in Dauphin, Manitoba, continued to be the only 5-cent daily newspaper in North America.

The number of 40-cent papers also was unchanged, eight. As for Sunday newspapers, the predominant price held at 50 cents in 1984: 315, or nearly 40 percent of the 792 Sunday newspapers surveyed. This represented a slight decrease from 1983, when 318 Sunday editions, or 41 percent, sold for that price.

Other decreases among Sunday papers last year were those costing 15 cents (five to three), 20 cents (12 to 8), 25 cents (88 to 84), 30 cents (nine to six), 35 cents (46 to 32), 40 cents (15 to 6), 60 cents (27 to 20), 65 cents (five to two), 70 cents (two to one) and 90 cents (three to two).

Increases occurred in the 75-cent category (170 to 219), 80 cents (one to three), 85 cents (six to eight) and $1 (60 to 82). There is one Sunday newspaper still selling for 55 cents per copy.

Data were derived from the Audit Bureau of Circulation Rate Book based on publishers' statements filed before Sept. 30, 1984, and from other sources.

Newspaper prices up less than CPI

Between December 1983 and December 1984, the average price of a newspaper climbed 3.9 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. For the same period, the increase in the Consumer Price Index was 4.0 percent.

The previous year, the average price of a newspaper climbed 4.6 percent. The comparable CPI increase was 3.8 percent.

Price per single copy of daily newspapers—1984[1]

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	Total[1]
Alabama	--	6	--	21	--	--	--	27
Alaska	--	--	--	5	--	2	1	8
Arizona	1	--	--	18	--	--	--	19
Arkansas	--	1	5	26	--	--	--	32
California	1	5	4	105	2	--	--	117
Colorado	--	4	2	20	--	--	1	27
Connecticut	--	--	1	11	8	4	--	24
Delaware	--	--	--	1	--	2	--	3
District of Columbia	--	--	--	2	--	1	--	3
Florida	1	2	3	42	--	2	--	50
Georgia	--	2	1	32	--	--	--	35
Hawaii	--	--	--	6	--	--	--	6
Idaho	--	1	--	10	2	1	--	14
Illinois	--	1	9	55	6	2	--	73
Indiana	--	2	3	63	4	3	--	75
Iowa	--	1	2	27	4	3	--	37
Kansas	1	7	10	28	--	--	--	46
Kentucky	--	--	1	22	1	1	--	25
Louisiana	--	3	1	20	--	2	--	26
Maine	--	--	--	--	9	--	--	9
Maryland	--	--	4	10	2	--	--	16
Massachusetts	--	--	2	20	13	9	--	45
Michigan	--	1	4	40	6	1	--	52
Minnesota	--	--	1	20	3	2	--	26
Mississippi	--	1	--	23	--	--	--	24
Missouri	--	5	7	34	1	1	--	48
Montana	--	--	--	7	1	3	--	11
Nebraska	--	2	3	14	--	--	--	19
Nevada	--	--	--	6	--	1	--	7
New Hampshire	--	--	--	5	4	--	--	9
New Jersey	--	1	3	22	--	--	--	26
New Mexico	--	--	1	19	--	--	--	20
New York	--	--	5	46	11	8	--	71
North Carolina	--	4	2	47	--	1	--	54
North Dakota	--	--	--	7	3	--	--	10
Ohio	--	1	8	69	12	2	--	92
Oklahoma	--	1	6	45	--	--	--	52
Oregon	--	--	--	18	--	1	--	19
Pennsylvania	1	--	7	81	6	1	--	96
Rhode Island	--	--	--	3	2	2	--	7
South Carolina	--	--	1	16	--	--	--	17
South Dakota	1	--	1	10	1	--	--	13
Tennessee	--	--	3	24	--	2	--	29
Texas	--	2	2	102	--	8	--	114
Utah	--	--	--	6	--	--	--	6
Vermont	--	--	--	6	1	1	--	8
Virginia	--	4	2	32	--	--	--	38
Washington	--	1	--	23	--	3	--	27
West Virginia	--	2	5	16	2	--	--	25
Wisconsin	--	--	1	23	5	6	--	35
Wyoming	--	1	1	8	--	--	--	10
Totals[1]								
U.S.	6	61	111	1,316	109	75	2	1,682
Canada	2	1	4	26	48	22	6	113
Bahamas	--	--	--	--	1	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	--	4	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals[1]	8	62	115	1,346	159	99	8	1,803

[1]Includes newspapers selling for 5 cents (one in Canada), and 50 cents (one in Massachusetts, one in New York and three in Canada)

Price per single copy of Sunday newspapers—1984[1]

	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	85 cents	$1	Total[1]
Alabama	2	--	--	--	13	--	3	--	--	19
Alaska	--	--	--	--	2	--	--	--	--	2
Arizona	--	--	--	--	8	--	3	--	--	11
Arkansas	3	--	2	--	10	--	1	--	--	17
California	5	--	3	--	28	--	16	--	5	57
Colorado	--	--	1	--	8	--	1	--	--	10
Connecticut	--	--	--	--	--	1	8	--	1	11
Delaware	--	--	--	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	--	--	--	1	1
Florida	3	--	3	--	18	--	6	--	3	33
Georgia	--	--	1	--	7	--	4	--	2	14
Hawaii	--	--	--	--	1	--	1	--	1	3
Idaho	--	--	--	--	2	--	4	--	1	7
Illinois	1	1	--	1	6	1	9	--	5	24
Indiana	--	--	--	--	2	3	10	--	3	18
Iowa	1	--	--	--	--	--	3	2	3	9
Kansas	2	1	2	1	8	--	3	--	--	18
Kentucky	1	--	--	2	4	--	3	1	1	12
Louisiana	2	--	1	--	10	--	3	--	1	17
Maine	--	--	--	--	--	1	--	--	--	2
Maryland	--	--	--	--	2	--	2	--	1	5
Massachusetts	--	--	--	--	1	--	3	2	1	10
Michigan	--	--	--	--	9	1	3	--	2	15
Minnesota	5	--	1	--	1	1	3	-	2	13
Mississippi	1	--	1	--	6	--	3	--	1	12
Missouri	2	--	1	--	10	--	3	--	1	20
Montana	--	--	--	--	6	--	1	--	1	8
Nebraska	--	--	1	--	3	--	2	--	--	7
Nevada	1	--	--	--	1	--	2	--	1	5
New Hampshire	--	--	--	--	--	--	2	--	--	3
New Jersey	--	1	3	1	5	1	3	--	2	16
New Mexico	5	--	--	--	5	1	2	--	1	14
New York	1	--	1	1	2	2	5	--	21	33
North Carolina	1	--	--	--	14	--	10	--	--	25
North Dakota	1	--	--	--	1	--	2	1	--	5
Ohio	1	--	--	--	13	4	11	--	1	30
Oklahoma	14	--	2	--	16	--	6	--	--	42
Oregon	1	--	--	--	7	--	1	--	1	10
Pennsylvania	--	--	--	--	4	3	9	2	1	22
Rhode Island	1	--	--	--	--	--	--	--	1	2
South Carolina	--	--	--	--	5	--	4	--	--	9
South Dakota	--	--	--	--	1	--	2	--	1	4
Tennessee	3	1	1	--	3	--	4	--	4	16
Texas	26	2	5	--	39	--	24	--	1	97
Utah	--	--	--	--	2	--	3	--	--	5
Vermont	--	--	--	--	--	--	2	--	1	3
Virginia	--	--	--	--	7	--	8	--	--	15
Washington	--	--	--	--	6	--	8	--	3	17
West Virginia	--	--	1	--	2	--	6	--	1	10
Wisconsin	--	--	--	--	1	--	5	--	5	11
Wyoming	--	--	1	--	2	--	1	--	--	4
Totals[1]										
U.S.	83	6	31	6	301	19	219	8	82	775
Canada	--	--	1	--	11	--	--	--	--	12
Bahamas	--	--	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	--	--	0
Guam	--	--	--	--	1	--	--	--	--	1
Puerto Rico	1	--	--	--	2	1	--	--	--	4
Virgin Islands	--	--	--	--	--	--	--	--	--	0
Grand Totals[1]	84	6	32	6	315	20	219	8	82	792

[1]Includes three newspapers selling for 15 cents (one each in Alabama, Arkansas and Oklahoma); eight for 20 cents (three each in Missouri and Oklahoma, and one each in Kansas and Nebraska); one for 55 cents (in Pennsylvania); two for 65 cents (in Pennsylvania); one for 70 cents (in Massachusetts); three for 80 cents (one in Connecticut, Maine and Massachusetts); and two for 90 cents (one each in Massachusetts and New Hampshire)

ABC figures show stability in U.S., Canadian circulation

Paid circulation of U.S. daily newspapers remained essentially stable in 1984 at 63,166,921, according to an annual study by the Audit Bureau of Circulations.

ABC counted 1,712 daily U.S. newspapers, a decrease of 15 from 1983. The bureau noted consolidation of jointly operated morning and evening newspapers continued as did the shift from all-day to single editions.

ABC also reported that circulation of Canadian dailies, despite a loss of five newspapers, showed little change in 1984 at 5,279,706, down 5,693 from 1983.

U.S. daily circulation showed a miniscule gain and a sharp slowdown in growth from the previous year. In 1984, it rose by only 18,252 copies per day—a gain of .03 percent. During 1983, a 1.3-percent gain produced a record high largely because of USA Today, according to Charles O. Bennett, ABC vice president of communications [presstime, Feb. 1984, p. 41].

U.S. Sunday circulation in 1984, on the other hand, was up 2.4 percent.

As usual, the audit bureau's year-to-year comparisons of the number of U.S. and Canadian daily newspapers differ from ANPA's annual report of newspaper starts and stops [presstime, Feb. 1985, p. 51]. ABC circulation figures have also differed in past years from those compiled by Editor & Publisher magazine. E&P figures will be released later in the year.

The reasons for the discrepancies include differences in definitions as to what constitutes a daily newspaper, sources of data and the period examined.

For the United States in 1984, ABC counted:

- 452 morning papers, an increase of 20 from 1983. Morning circulation was 32,656,187, up by 5.4 percent.
- 1,236 evening papers, 30 fewer than the year before. Circulation was 24,618,484, down by 4.5 percent.
- 770 Sunday newspapers, an increase of 12 over 1983. Circulation was 57,654,795, up 2.4 percent.

Canadian morning circulation rose 1.8 percent to 2,156,685. There were 23 a.m. dailies, one fewer than in 1983. The number of p.m. papers dropped from 89 to 86. □

ABC asked not to impose ZIP audits

A committee of newspaper executives has recommended that the Audit Bureau of Circulations not impose mandatory ZIP-code audits.

Reflecting the views of the ANPA and Newspaper Advertising Bureau boards, the committee asked that ABC not go forward with its decision of November 1982 to require such audits in three years.

The panel, known officially as the ANPA/NAB-Audit Bureau of Circulations Liaison Committee, addressed that controversial matter and other ABC-related topics at a meeting Feb. 20 in Boca Raton, Fla.

The ANPA and NAB boards decided earlier this year to urge that ABC not impose the mandatory ZIP-code audits. They advocate leaving the matter optional.

Newspapers are divided on the issue. Some favor mandatory ZIP-code reporting because increasing numbers of advertisers demand such data. But others oppose it, saying it could result in added costs to newspapers lacking necessary computer equipment.

They also say it would allow competitors to identify easily newspapers' areas of weak penetration [presstime, Dec. 1984, p. 48].

Also at the meeting, it was reported that:

- A four-market field test of the effects of promoting coupons on the day they are carried—something ABC currently prohibits—could start at the end of this month. The test would require approval from the ABC board, which was scheduled to meet in late February.
- As of April 1, publishers may be allowed the option of including in ABC audit reports census data about the number of seasonally occupied dwellings they serve. The policy is subject to ABC board approval. The Liaison Committee had recommended that ABC grant such permission last year, said Robert L. Burke, ANPA vice president/industry and public affairs.
- A record 155 newspapers now subscribe to ABC's coupon-verification service. The number has more than doubled since mid-1983. One reason given for the increase is that ANPA and the Liaison Committee have urged newspapers to subscribe to the service. □

It appears TV carries greater percentage of bad news

BY GUIDO H. STEMPEL III

There used to be a radio commentator named Gabriel Heatter whose first words every night were, "There's good news tonight." Heatter never would have made it on television. At least that's what I conclude from a study of network television news by Gerald C. Stone of the Department of Journalism at Memphis State University and Elinor Grusin, a graduate student at Ohio University.

They found that on the three network early-evening newscasts there is nearly twice as much bad news as good. If you consider only the stories that are 30 seconds long or longer, it's better than two-and-a-half to one for bad news. For NBC, the ratio is three to one for stories 30 seconds long or longer. Their study, which appears in the Autumn 1984 Journalism Quarterly, covers newscasts for a three-week period in April 1983.

The findings are somewhat in contrast to those of similar studies of newspapers over the years. Those studies have shown that most newspapers have about equal amounts of good news and bad news.

There are two implications of the Stone/Grusin study. One stems from the finding of Jack B. Haskins of the University of Tennessee School of Journalism reported here last May that too much bad news creates a negative public image for a newspaper. One wonders if networks are shooting themselves in the foot.

The other implication is that this may be a problem for newspapers, too, to the extent that the public lumps all news and all journalists together. It's been suggested that the negative public reaction to journalists that some polls find may really be a negative reaction to television news people. There's the danger, though, if this is the case, that newspaper people will get tarred with the same brush.

• • •

American newspaper women generally express positive attitudes about their jobs, according to Grace H. Barrett. For her master's thesis at West Virginia University, she made a mail survey of a national sample of women employed by daily newspapers. She selected 350 names randomly from directories of the National Federation of Press Women and Women in Communications Inc. Her response rate was 68 percent.

She found that 86 percent of her respondents thought they had gained respect in the community through their work, and 83 percent said their job frequently gave them a sense of pride. Eighty percent said their jobs gave them the chance to learn and develop new skills, and 75 percent said their duties and responsibilities were well-matched to their abilities.

However, only 38 percent thought their salary was about right for their duties and responsibilities, and 35 percent thought it was about right for their qualifications.

Eleven percent reported having experienced sexual harassment. Twenty-six percent thought their employer implied preference for male workers over female workers, but only 4 percent thought there was reluctance to assign women to city hall, police or sports beats.

Barrett's study is reported in the Autumn 1984 Journalism Quarterly.

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The Newspaper Preservation Act was passed in 1970 to permit two newspapers in a market to make money-saving mergers if one of the papers was in danger of going out of business. There was speculation that this might hurt suburban newspapers in the same market.

An article in the Summer 1984 Newspaper Research Journal reports that this has not been the case. Walter E. Niebauer Jr. of the Department of Journalism and Mass Communication at Iowa State University compared six matched pairs of metropolitan areas to see how suburban papers were faring. Matching was done on the basis of such variables as income, number of households, retail sales and daily newspaper circulation. The one difference in each pair was that one metropolitan area had newspapers under a joint operating agreement while the other did not.

Niebauer found that the number of suburban newspapers was on the average the same for metropolitan areas with dailies under a JOA as for areas without such an arrangement. He also found that the average circulation for the suburban papers did not differ for metropolitan areas with and without JOAs. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Detroit papers join minority student plan

Detroit's two daily newspapers have cooperated in the founding of a new program at Wayne State University in Detroit to recruit and train minority journalism students.

The establishment of the Journalism Institute for Minorities resulted from a meeting between executives of The Detroit News, the Detroit Free Press and officials of the university.

Both newspapers will make staffers available to serve as part-time instructors.

In addition, the News is giving one of its assistant news editors, Luther A. Keith, a year's paid leave of absence to serve as the institute's full-time director. It also will provide renewable, full-tuition scholarships for two entering program participants in each of the program's first four years. And it will offer scholarship recipients paid summer internships.

Other Detroit area media are expected to support the project.

Also, the Detroit chapter of the National Association of Black Journalists has said it will provide a scholarship, according to William E. Francois, director of Wayne State's journalism program. Francois said the Detroit chapter of the Society of Professional Journalists, Sigma Delta Chi, has offered assistance as well.

The program has requested $10,000 in scholarships from Wayne State.

Between 14 and 18 high school graduates will be chosen to begin the program in August. They will enroll in one of four sequences: news-editorial, broadcast journalism, public relations and advertising. □

Scholastic Journalist Award plaques available

Scholastic Journalist Award plaques are available from ANPA Foundation.

The awards are a way for newspapers to honor the most valuable staffer on high school newspapers in their communities as well as to encourage their considering a newspaper career, notes Judith D. Hines, vice president and director of the Foundation.

The 9-by-12-inch, brass-on-walnut wall plaques, which come ready for engraving with the student's name, are $30 each. To order, contact ANPA Foundation at The Newspaper Center in Reston. □

12 minority fellowships awarded

Eleven newspaper personnel and a university professor have been named recipients of ANPA Foundation minority fellowships for the first seven months of this year.

The fellowships cover expenses for travel, accommodations and registration fees for attendance at training seminars sponsored by ANPA and other organizations, according to Foundation Chairman and President Helen K. Copley of The Copley Press Inc., La Jolla, Calif.

"Since its inception in 1981, the Minority Fellowship program has filled an important need in the newspaper business," Mrs. Copley said.

"Each year, we have seen increasing numbers of applications from minority candidates in mid-level positions. We are happy to be able to continue supporting the career advancement of these promising newspaper people."

The 12 recipients, selected from 76 nominations, are:

• Al Johnson, regional editor, The Charlotte (N.C.) Observer, who attended the ANPA/International Newspaper Promotion Association's Newspaper Executives Marketing Seminar in Houston in late February.

• Cordelia Leon, personnel manager, Tallahasse (Fla.) Democrat—ANPA/Newspaper Personnel Relations Association's Profiling Newspaper Personnel Management Workshop, Chicago, late February.

• Fred Herrera, assistant sports editor, The El Paso Times—Big Business of Sports Seminar, Washington Journalism Center, Washington, D.C., late February.

• Edwina L. Rankin, assistant regional editor, The Pittsburgh Press, and Charles B. Fancher Jr., editor, Business Monday, Detroit Free Press—ANPA Management Development Workshop, Chicago, March 4-8.

• Patricia Camp Thompson, assistant professor and program director, Medill School of Journalism, Northwestern University, and Jon D. Anderson, major accounts representative, The Fresno (Calif.) Bee—ANPA Conference for Newspaper Men and Women, San Diego, March 17-20.

• Peter A. Lewis, circulation zone manager, The Philadelphia Inquirer—ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department Seminar, Chicago, April 22-24.

• Austin Scott, metropolitan editor, The Tribune of Oakland, and Betty Anne Williams, special assistant to the managing editor of the Democrat and Chronicle of Rochester, N.Y.—ANPA/ASNE/APME Leadership in the Newsroom Seminar, Chicago, May 13-15.

• Renee Yvette Graham, religion writer, Syracuse Herald-Journal and Herald American—Changing Face of Religion Seminar, Washington Journalism Center, Washington, D.C., May 21-23.

• Carol Viescas, assistant editorial page editor, The El Paso Times—American Press Institute's Editorial Page Editors and Writers Seminar, Reston, Va., July 14-19. □

Educator grants continue

The ANPA Foundation is continuing its program of helping journalism educators attend ANPA-sponsored seminars.

In 1985, 10 grants of $400 each will be available. The funds will go toward registration fees.

For more information, contact Judith D. Hines, vice president and director/ANPA Foundation, at The Newspaper Center in Reston. □

ANPA Foundation receives $250,000 grant

ANPA Foundation's Newspaper in Education activities have received a major boost in the form of a $250,000 grant from the Knight Foundation.

In the past 14 years, the Knight Foundation has provided grants to ANPA Foundation totaling more than $400,000.

Knight Foundation President C.C. Gibson said the new grant will "ultimately provide, through investment, our previous level of annual giving in perpetuity." He said the Knight Foundation board is "very much pleased with the growth and development and management" of the Foundation's NIE program.

In accepting the grant, Helen K. Copley, chairman and president of ANPA Foundation and chairman and chief executive officer of The Copley Press Inc., said: "The Knight Foundation has played a large part in strengthening the Newspaper in Education program over the years. I am particularly gratified that this final grant represents its confidence in ANPA Foundation's continuing national sponsorship of NIE." □

A new look for Sunday comics?

So important were the comics four decades ago that during a New York City newspaper strike, Mayor Fiorello LaGuardia delivered a colorful rendition of the strips on radio.

In recent years, however, readership of comics has been declining, and now a group concerned about the problem is planning to use those airways, and other means of persuasion, to promote what they see as ailing comics sections.

First off, though, the group seeks to convince the rest of the newspaper industry that the funnies are no laughing matter when it comes to the bottom line.

Presenting its report and recommendations Feb. 11, the 21st Century Comics project ended two years of study and moved into the next phase: attempting to spur some innovations in the nation's Sunday comic sections.

The final report contains "a lot of ideas we hope will shock and excite editors and syndicates and advertising people into making some changes," said C.W. "Bill" Baker, a vice-president/news for Knight-Ridder Newspapers Inc. "Editors have ignored this space, while making enormous changes in the rest of the paper," he said. "So we're suggesting if editors would give a little time and thoughtfulness, we could have more stunning, more interesting comics, especially for a younger generation more responsive to updated graphics."

Baker shepherded the work of an ad hoc committee of representatives from newspapers, syndicates, ad agencies, printing companies and cartoonists who contributed time and money to the 21st Century project. What the group produced, says Baker, is a "concept section" editors can use as a catalyst for their own ideas.

The package contains a prototype of Sunday comics pages, a booklet explaining the prototype, and a summary of research findings and suggestions.

The part of the group's effort geared to building reader interest consists of commercials to encourage television and radio audiences to read the comics. The spots will be placed by an advertising agency that will negotiate swapping air time for newspaper advertising space.

What prompted the project is the steady decline in comics readership over the last generation, coupled with the belief that a revitalized comics section could become a magnet for both advertisers and readers.

Although research commissioned by 21st Century shows comics to be the second most popular part of the paper with adults, and the preferred section for children, readership has dropped significantly in the past 25-30 years. During this time, adult readership of Sunday comics dropped from 80 to 53 percent. And only 79 percent of children read them, compared with virtually 100 percent of their parents when they were young.

"Newspapers have been whining for years they can't get kids to read. Here we have a perfect medium for getting kids to read newspapers, and we sort of blow it," said Ronald Patel, assistant managing editor/Sunday for The Philadelphia Inquirer. "We made it a medium for 40-year-old editors."

Contrary to the notion that looking at comics is somehow the antithesis of reading, research commissioned by 21st Century shows getting hooked on the news is a logical sequence to following the strips.

"Kids who read comics tend to be adults who read papers, and adults who never read papers probably never read comics," said project member Donna Hagemann Donovan, publisher of the Argus Leader in Sioux Falls, S.D. One reason this transfer is not working any more, she said, is that "kids complain comics today are written for adults."

To combat slippage, 21st Century recommended that editors first decide which of four general groups—adults, teens, young children and the population at large—they are trying to reach with each strip and then target the appropriate comics, perhaps on different pages.

Second, editors should stop stacking cartoon frames like columns of copy and make the comics pages "distinctive, different from one another, flamboyant, unpredictable, energetic," says the report.

Suggestions in the report include:

- People look for particular types of comics, so group them together.
- Depart from the familiar grid pattern by varying the sizes of strips, or even panels within a strip, depending on their content or graphic appeal.
- Intersperse comics with puzzles, mazes and other text features related to comics, such as biographies of the artists.

The $300,000 cost for the 21st Century project was donated. Major contributors included newspaper groups (Knight-Ridder, Gannett Co., Tribune Co. of Chicago); syndicates (King Features and United Features); Metro Sunday Newspapers, which promotes Sunday sections; and Greater Buffalo Press, which prints the majority of the U.S. Sunday comics.

The package will be sold to newspapers: $175 for a complete set of tapes, prototypes and concepts, or portions can be purchased independently, from Metro Sunday Newspapers, 260 Madison Ave., New York, N.Y. 10016. —*Marcia Ruth*

A sizable controversy rages on

While efforts are underway to revamp the entire comics section, a sizable conflict is still raging between some newspaper editors and Doonesbury cartoonist Garry Trudeau.

When Trudeau returned from a 16-month sabbatical last September, he stipulated that Doonesbury run 44 picas wide or not at all.

This made Doonesbury stand out from other strips, most of which had been narrowed to 38.5 picas to conform with the column width associated with the Standard Advertising Units system that took effect last summer [presstime, June 1984, p. 46].

Beneath this surface argument, according to some editors, lies the more fundamental issue of who will control the comics and ultimately the newspaper.

Trudeau and some of his colleagues argue, meanwhile, that what is at stake is the future appeal of comics. The cartoonists argue they will not be read as avidly if they are reduced to such small print.

Universal Press Syndicate, which markets Doonesbury, maintains that the furor is a mere ripple in Trudeau's Walden Puddle—with only about 20 of the more than 800 papers dropping the comic or being dropped by the syndicate because of the size requirement.

On the other hand, some editors predict that the controversy will continue to bubble as Doonesbury contracts come up for renewal.

In February, for example, the Trudeau demands prompted the Morning Sentinel of Waterville, Maine, to cancel not only Doonesbury but all other Universal features, including the Dear Abby column, Pat Oliphant editorial cartoons, and comic strips Herman and For Better Or For Worse.

Also in protest against the size restrictions, The Standard-Times of New Bedford, Mass. has already canceled three Universal features—Sew What's New [a sewing column] and columnists Mary McGrory and James Kilpatrick. Editor James Ragsdale says he will phase out the rest of Universal's features as soon as he can arrange for replacements. The Standard-Times, like other papers with unexpired Doonesbury contracts, is still running Trudeau's strip the same size as other comics. □

White House gets flak on policy for foreign-journalist credentials

Representatives of the International Press Institute have complained to the White House about a policy they say smacks of licensing of foreign journalists.

The flap centers on a requirement that foreign correspondents get a letter of introduction from their governments as a prerequisite to securing White House press credentials.

Robert M. White II, editor-publisher of the Mexico [Mo.] Ledger and chairman of the IPI American Committee, said the policy amounts to "state licensing of journalists."

In a Feb. 7 letter to Deputy Press Secretary Larry M. Speakes, White asked that the policy be changed so that journalists are able to supply documentation from their employer, not their government. White also suggested that the White House "directly or indirectly check through government channels with the government of the applicant as to his eligibility."

White's letter followed correspondence from Canadian IPI chairman Paddy Sherman, publisher of The Citizen of Ottawa. Martin Casey, ANPA manager of government and international affairs, also wrote and asked for a policy change.

There had been no formal response to any of the letters by late February. □

API slates 3 reporter field workshops

The American Press Institute has scheduled three field workshops for reporters this year.

The newly devised workshops will be in addition to the 34 API seminars announced previously [presstime, Sept. 1984, p. 57].

Sessions will include interviewing techniques, information-gathering (records, documents, statistics and sources), guidelines for organizing and writing, and improving accuracy and credibility.

The schedule is: Indianapolis, July 14-17; Tulsa, Okla., Sept. 15-18; and the Pocono region of eastern Pennsylvania, Sept. 19-Oct. 2.

Participation is limited to 36 per workshop. Tuition is $175, with room and meal charges billed to the reporter's newspapers. □

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14 more seminars scheduled

ANPA is planning nine "hands-on" technical seminars for the second half of 1985.

Also, three new training seminars have been added to the list of non-technical sessions previously announced for this year [pressstime, Sept. 1984, p. 54], and another has been redesigned. Focus of the Sept. 30-Oct. 2 Finance and Accounting Workshop in Washington, D.C., was changed to budgeting, and the event was appropriately renamed.

In other changes:

An additional session of the management Development Workshop has been scheduled March 4-8 in Chicago. An additional NIE Instructor Training Seminar will be held July 9-12 in Borrego Springs, Calif., and another one to be held in Warrenton, Va., has been rescheduled from Oct. 8-11 to Oct. 14-17. The Health and Safety Symposium has been switched from Atlanta to New Orleans and will be held Oct. 31-Nov. 1. Location of the Nov. 18-20 Management Skills for Newspaper Promotion Seminar was changed from Chicago to San Francisco. The Research for Small-to-Medium Newspapers Seminar scheduled for the fall in Reston, Va., has been canceled.

"Hands-on" seminars

The "hands-on" seminars, conducted by the Association's Technical Services Department, will take place at The Newspaper Center in Reston, Va. Class size is limited to 10. Registration fee for each is $550.

The July-December schedule is as follows:

Newspaper Quality Control — **July 8-12, Sept. 16-20**

Reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high-quality printing prepares participants to initiate their own systems. The quality-control system entails: copy standards and photographic reproduction density ranges (color and black-and-white), establishing and maintaining typesetting procedures and equipment, process camera control of line copy and halftones, color separation standards for scanners and direct screen operations, and maintenance and set-up procedures for newspaper presses.

Advanced Offset Press Operations — **July 22-26, Aug. 19-23, Sept. 30-Oct. 4, Nov. 11-15**

Offers pressmen advanced techniques such as web offset trouble-shooting and quality-control programs for consistent results on the press. Non-pressroom personnel gain hands-on experience operating a newspaper press. Seminar utilizes ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Covered are: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems, and offset press care and maintenance.

Newspaper Color Separation Techniques — **Aug. 5-9, Dec. 2-6**

Covers skills needed for utilization of electronic scanning and direct-screen color separation systems. Program encompasses newspaper processes in producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants receive thorough background in color reproduction—including the purpose of masking, additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

ANPA technical training will be enhanced with a color scanner recently donated by Royal Zenith Corp. Examining the unit are (from left) Arthur M. Boudreau and Peter P. Romano of ANPA and Don Hutcheson, Martin W. Sussman and Fred Jenkin of Royal Zenith.

Management Introduction to Newspaper Technology — **Oct. 28-Nov. 1**

Introduces management personnel to latest developments in electronic editorial and production systems. Seminar creates increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions on new technologies, and hands-on operation of modern phototypesetting equipment and electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information about these and other "hands-on" seminars, contact Arthur M. Boudreau, ANPA manager/technical training, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660.

Other seminars

The new programs added to the schedule of ANPA seminars, workshops and symposiums are as follows:

Managing Newspaper Telecommunications Systems — **June 7-8, New Orleans**

The first ANPA training event designed to help newspaper executives reduce current telecommunications costs. Seminar offers practical advice on a wide range of topics, including purchasing a telephone system, selecting a long-distance carrier, integrating voice and data systems, operating mobile communications and introducing new telecommunications equipment and services to newspaper departments. Seminar will be held in conjunction with the ANPA Operations Management Conference & Exposition. Registration fee: $550.

NIE Methods Instructor Seminar — **Aug. 13-15, San Diego**

Offered by the University of San Diego and ANPA Foundation for deans of schools of education, method-instruction professors and educators using newspapers in the classroom. Seminar includes discussion on merits of NIE and methods to create and teach an accredited course at local universities. Registration fee: to be determined.

Libel Trial Symposium — **Aug. 22-23, Chicago**

Focuses on trial techniques, including dealing with juries, for media defense counsel. Cosponsored with the National Association of Broadcasters and the Libel Defense Resource Center. Symposium follows the 1983 Libel Defense Workshop. Registration fee: to be determined.

Budgeting Workshop — **Sept. 30-Oct. 1, Washington**

New workshop helps newspaper executives without finance or accounting backgrounds to understand and participate in their company's budgeting process. Program will include demonstrations, lectures, exercises and case studies. Registration fee: to be determined. □

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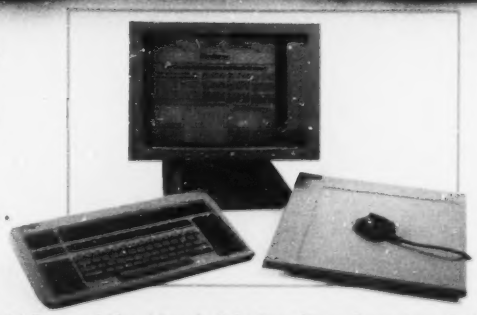

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Pressure mounts to solve mailroom problems

The mailroom, generally conceded to be the most troublesome area in the modern newspaper plant, may finally receive some innovative ideas for resolving its problems.

And that help could come from outside the newspaper equipment-manufacturing industry as well as from within.

Newspaper dissatisfaction with the current state of the art in mailroom technology has prompted ANPA to seek solutions to mailroom problems from equipment manufacturers not now involved with newspapers.

And from within the newspaper-suppliers' circle, a new mailroom idea is generating interest. Hall Systems Inc. has proposed a new concept that would both eliminate the problem of inserting preprints into newspapers and facilitate the making and packaging of zoned editions.

"There is a need for something different," said Graham Hall, president of Hall Systems. "Inserting just isn't going to make it in the future."

ANPA's recent action on mailrooms came in the form of an "opportunity white paper" on preprint handling problems, which the Association sent in November to the Packaging Machinery Manufacturing Institute and its members, as well as to current mailroom equipment suppliers.

Essentially, the white paper was an invitation for PMMI members to develop new ways to deal with newspaper mailroom problems. It stated, in part: "Most newspaper managements consider (the existing machinery) inadequate to handle the ever-increasing number of inserts and . . . too labor intensive."

In the accompanying letter to PMMI members, the ANPA Task Force on Post Press Packaging and Distribution said the newspaper business "would buy a billion dollars worth of equipment if (manufacturers) offered the newspapers the ability to handle the current and future needs of newspapers' preprint handling problems."

A number of advances have been made in the packaging processes in other industries, according to James A. Cooper, assistant vice president of The Washington Post and chairman of the task force, and the group believes these advances could be applied to the newspaper business.

The initial response to the white paper has been "excellent," said William D. Rinehart, ANPA vice president/technical. Members of PMMI have begun to visit newspaper operations in their locales and are coming to The Newspaper Center in Reston, Va. "The present way of handling preprints leaves a lot to be desired," Rinehart said, "and these people are capable of offering viable alternatives."

> *"There is a need for something different. Inserting just isn't going to make it."*

At the core of the problem is the boom in preprints and the resulting crunch as newspapers struggle, largely unsuccessfully, to insert them into the paper at press speed. With pallets of preprints stacking up in newspaper plants and newspapers being delivered by a variety of means, it is little wonder that many publishers have taken to calling their mailrooms "packaging and distribution centers" to better reflect their true functions.

The new Hall concept for mailrooms embodies the development of a totally automated distribution and packaging system. According to the company, which is a subsidiary of Scripps-Howard, the system would collate newspaper sections, include zone-specific advertising and wrap the product individually for delivery.

In October, Hall Systems invited about 20 newspaper executives to a conference in Texas to review the concept. Among the participants was L. John Rothwell, vice president/technical resources for Southam Inc. of Toronto.

The Hall Systems concept, according to Rothwell, consists of a single-grip conveyor from each press line that would act as the spine of the operation. Six lateral conveyors would lie in a horizontal plane at right angles to the main conveyor. At right angles to the lateral conveyors would be other conveyors that would feed preprints onto the conveying lines.

"The gripper conveyor is programmed to drop one copy in succession on each of these six lines," Rothwell said. "Once the copy drops onto (the lateral conveyor), it is immediately progressing at 90 degrees to the (gripper) conveyor and at one-sixth its speed. So if you've got a press that's running at 60,000 copies per hour, you've immediately slowed the copy (speed) down to 10,000 per hour." That speed is compatible with the operation of most newspaper handling machines currently available.

Depending on the zones and the particular needs of an advertiser, Rothwell noted, a computer program would be able to order the hoppers holding the preprints to deliver them to a specific newspaper. All the preprinted matter, whether newspaper sections or preprinted advertising, would lie on top of the paper on the line.

"They are copies that are merely gathered, not inserted," Rothwell explained. "You've got the newspaper on the bottom, face down, and a bunch of inserts sitting on top of it."

Finally, the stack, which would comprise only one complete copy of that edition and which could be labeled by ink-jet printer, would be wrapped in plastic.

The Hall concept "offers the opportunity, with computer programs, to customize (each newspaper) to an individual," Rothwell said, and would make the manufacture of zoned editions "a lot simpler."

Rothwell acknowledged, however, that the idea could pose a problem for readers, advertisers and publishers. Would they, he asked, "be receptive to receiving a bundle which, when it is torn open, immediately reveals a handful of different sections?"

Rothwell noted that advertisers and readers are becoming increasingly critical of multiple-sectioned newspapers carrying large numbers of preprints—as many as 20 in some cases. With the Hall concept, he said, a newspaper could have more zoned editions with customer-specific advertising, and each paper would be thinner and contain less preprints.

Whatever emerges from these two latest initiatives to improve mailroom procedures, one thing seems certain: The mailroom is becoming newspapers' focal point as they battle direct mailers for advertising.

Ronald L. Rickman, vice president/newspapers for Lee Enterprises Inc. in Davenport, Iowa, said newspapers must commit themselves to "improving insert distribution systems or expect to lose (their advertising market) share" to direct-mail competition.

"Future developments will depend both on the innovation of manufacturers and on the willingness of newspapers to improve inserting operations," he says.

"Meanwhile, direct-mail houses and the Postal Service are aggressively applying every cost-reducing and efficiency-producing technique they can think of to improve direct mail," Rickman notes.

—Paul Kruglinski

One approach: automated plan for bundles

The hackneyed scenes of loading dock workers tossing bundles of newspapers into waiting trucks may become as faded as the black-and-white Hollywood films in which they appeared.

In the future, the scene more likely will be pallets with neatly stacked bundles wrapped in plastic and tagged with manifests for zoned distribution.

Such an operation is partially in place at the Houston Chronicle, where one of the most automated newspaper palletizing systems has been in use for the last six months.

Nary a human hand touches newsprint after preprints, comics and other elements of advance Sunday sections are loaded into an inserter, assembled into bundles, tied and then fed into the palletizer. The only human intervention is that of the forklift operator, who transports the pallets to a plastic wrapping machine and then to trucks.

"It is an effort to automate the manual functions from the bundling machine to the pallet," said Mailroom Manager Jim Davis, "and do away with the need for a bundle distribution system altogether."

Concepts of the system originated outside the newspaper business. The Chronicle came upon them in the course of a search for new automation ideas.

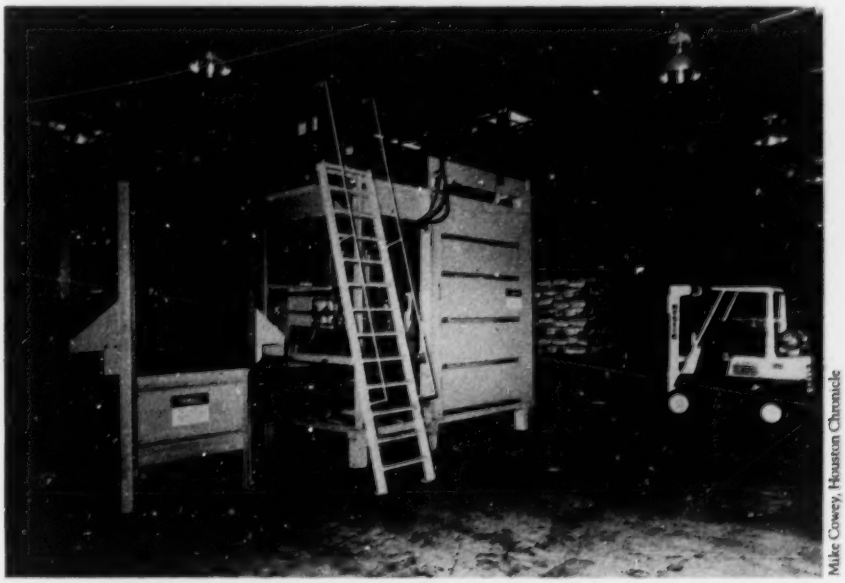
"We began to investigate how other industries were palletizing cartons," said Production Director Dale E. Nissen.

In a visit to a St. Louis brewery, Nissen said, some production supervisors were impressed with palletizing equipment produced by Alvey Inc., a long-time St. Louis manufacturer.

After some preliminary discussions, the paper began sending Alvey skids of tied newspaper bundles to see how well they would work on conveying and palletizing equipment. Results were positive, and the Chronicle purchased a $100,000 palletizer from the firm.

"Some modifications had to be made on the sensing devices on the palletizer," Nissen said. "The other major problem we overcame was getting the separating sheets to feed properly. Now we can reuse" those sheets that separate layers of bundles on the pallet.

According to Nissen, the Chronicle's system can palletize 39 bundles per minute and build layers of bundles 10 or 11 high on each pallet. The process involves coordinated operation of a standard NP-1472 inserter, a prototype bundle stacking-tying machine made by Harris Graphics Corp., and a modified conveyor and palletizer manufactured by Alvey.



Mike Cowey, Houston Chronicle

Dispenser automatically feeds special pallets (left) into palletizing area. Bundles are crosshatched in rows 10 or 11 layers high. Assembled pallets are conveyed to forklifts (right).

"The system is designed to be fed either directly from the press or from the inserting machine," Nissen said.

The stacker/tier is critical in palletizing because it compresses the bundle into a rectangular shape to facilitate handling. Also, the speed of palletization is dependent on the size of the newspaper sections and bundles being made.

The conveyor that delivers the bundles from the stacker to the palletizer is designed to prevent the bottom sheets of the bundle from being damaged.

Torn sheets on the bundles can interfere with the sensitive instruments used to orient and distribute the bundles on the pallets.

Tearing does not occur because friction between the bundle and the conveyor belt is non-existent.

At the first indication that bundles are jamming, the conveyor will stop automatically until bundles can again begin to move freely.

"You have to have the right kind of conditioned bundle for the palletizer to work properly," Nissen pointed out, so that bundle can be carried to and oriented on the pallet correctly.

Nissen said the Chronicle chose first to palletize advance sections of the Sunday edition, "because it is the worst bundle." The staff thought "if we could do that, we could do anything."

The paper plans to use the device for handling and storing preprints for later insertion.

It is too early to determine a return on investment from the machine. But Nissen believes the cost is justified by the palletizer's elimination of manual stacking.

It also reduces overhead costs by eliminating discrepancies in bundle counts.

The palletizer eventually will become a part of the paper's zoned distribution program. "What we're hoping to do is customize each pallet for a specific district," Nissen said. "The way cartons of soda are handled is the way we hope to handle bundles, so we never have to break down a pallet once it's assembled."

Nissen reports that executives of other newspapers have expressed much interest in the Chronicle's Alvey system.

Alvey, which previously had not sold any equipment to a newspaper company, now "regards newspapers as a potential growth market," said Chairman and Chief Executive Officer Steve Loeb. "We're accustomed to taking equipment developed for one industry and applying it to another."

The firm is interested in special mailroom problems, he added.

Alvey will show films of the Chronicle system at the 1985 ANPA Operations Management Conference & Exposition in New Orleans in June. —*Paul Kruglinski*

Survey reveals that more newspapers are using more scanners more often

A survey of ANPA-member newspapers has revealed that use of scanners for making color separations is far more widespread than had been believed.

Of the 550 papers that responded to the survey, 103 said they use their own color scanners for separations. ANPA researchers had thought the number was closer to 50 or 60 of the Association's nearly 1,400 member newspapers.

Another 26 papers in the survey said they expect to acquire the technology within the next year.

According to ANPA researchers, the results confirm the growing interest among newspapers for quality color reproduction [presstime, Dec. 1984, p. 8].

The survey also revealed that:

• HCM Graphics had 40 scanner installations, Royal Zenith had 38, Crosfield Electronics, 19, and DS America, three. The most popular model was the Royal Zenith 4050. Fifty papers used LogE film processors, 28 Pako and 15 duPont.

• Fifty-six percent of the papers using color scanners were in the circulation group of 100,001 to 900,000; 20 percent were between 50,001 and 100,000; and 23 percent between 15,000 and 50,000.

• For editorial purposes, 15 papers said they scanned 11-20 photographs per week, 36 said they scanned 21-40 and 27 reported doing more than 41.

• Seventy-three newspapers also separated advertising color--50 of them doing fewer than 11 such jobs per week.

• Of the 35 papers indicating they handled scans on a commercial basis, 25 said they did fewer than 11 per week.

• Twenty-one newspapers said they used dot generation for screening, while 71 said they created halftones with screens. Almost all the screen rulings were between 65 and 100 lines per inch.

• Fifty-nine papers classified their scanners as "stand alone," while 21 said theirs eventually would be part of page-makeup systems.

• Eighty-three newspapers said the separations were made from transparencies, while 22 said theirs were from color prints and two were from negatives. The films used were almost evenly distributed among duPont, Kodak and Fuji. For development chemistry, 27 papers chose duPont, 21 Kodak, 16 Chemco, 13 Agfa-Gevaert and 12 Fuji.

• For proofing systems, 42 said they used Color Key, 31 Cromacheck, 26 NAPS and seven Cromalin.

• For presses, 81 newspapers said they used offset, 25 letterpress, six DiLitho® and three flexography. □

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TECHNOLOGY NOTES

• Computek Inc., a Burlington, Mass.-based maker of front ends for smaller papers, is now **operating under Chapter 11** of federal bankruptcy laws.

The firm sought and was granted protection from creditors after its bank foreclosed while the firm was arranging a new round of venture-capital financing.

• Publishers Equipment Corp., a Dallas-based press manufacturing and conversion firm, and Greater Buffalo Press, a nationwide printer of comics and preprints, signed a contract for the conversion of seven Greater Buffalo letterpress presses to **four-color flexography**.

The phased project will use anilox inking systems produced by Windmoeller & Hoelscher Corp. and will begin later this year.

• The Chicago-based Graphic Systems Division (Goss) of Rockwell International Corp. **acquired the Printing Division of Creusot-Loire**, the financially troubled European manufacturing conglomerate [presstime, Dec. 1984, p. 44].

Neither Goss nor Intercorp Ltd., the Mystic, Conn.-based North American agent for Creusot-Loire presses, would say how the acquisition would affect marketing of the division's French-made line of offset newspaper presses in North America.

• Goss also announced a **joint agreement with the People's Republic of China** for the manufacture of offset newspaper presses for Asian distribution.

• Software Consulting Services, the Bethlehem, Pa.-based firm that markets Layout-80® and other newspaper software products, acquired the rights to develop further and **market ReQueSt-DB™**, the ANPA-developed relational teletext system for classified advertising databases.

The firm also announced it has acquired the rights to develop and market a subscriber/non-subscriber circulation package developed by Call-Chronicle Newspapers Inc. of Allentown, Pa., and the H6000 editorial, classified and composition system of the Harris Corp. of Melbourne, Fla.

• Systems Integrators Inc., the Sacramento, Calif.-based maker of newspaper front-end systems, has **entered into a marketing agreement** with Rudolf Hell GmbH of West Germany to sell laser image-setting devices in North America as part of an SII pagination system now under development.

• ICORE Corp., a Mountain View, Calif.-based supplier of count verification devices used in the mailroom, was **sold to Ramsey Engineering Co.** of St. Paul, Minn.

A spokesman for Ramsey, a supplier of similar devices, said marketing of ICORE products has been suspended until the firm's future role within Ramsey can be evaluated.

Atex-Camex link advances

The ideal scenario for any newspaper planning to acquire pagination eventually is to keep the existing front-end system, upgrade it as necessary, and in the future add components that will fit into the paper's electronic page-makeup scheme. Several papers have begun to do just that by linking Camex Inc.'s advertising system to their Atex Inc. editorial front ends.

Thus far the Atex-Camex interactivity appears to be farthest along at The London (Ontario) Free Press, which has developed a two-way link between Atex's front end and Camex's Breeze terminal for storing and setting display advertising.

"This is the first case of the Atex front end working interactively with the Camex SuperSetter and the Breeze terminal," said Ian M. Pittendreigh, director of operations for the Free Press.

The significance for newspapers is twofold, Pittendreigh said. Newspapers with Atex front ends can "incorporate the Camex equipment without substantially altering either system," he said. And both the Breeze and SuperSetter can be used "as components of eventual pagination systems."

The "missing link" in electronic page makeup, according to Pittendreigh and other Atex-Camex users, is the "production node," where text from the Atex system and ads from the Camex can be merged into formats for composition on a page-makeup terminal. Several newspapers and systems manufacturers are working on developing the link that will complete the pagination circle while still using existing equipment.

But until then, considerable progress still has been made. In the more advanced projects, like the one at the London Free Press, the papers can use the systems any of four ways:

- The raw data for the ads are entered into the Atex system, then called up on the Breeze terminal for makeup.
- Ads are composed on the Breeze, then sent to the Atex system for storage, or "archiving." The newspaper can then use Atex's file-management system for the ads.
- Completed ads are set or proofs are pulled if the SuperSetter is the image-setting device.
- Stored ads are sent directly to the SuperSetters through the Atex system.

Currently, the Atex front ends are driving the SuperSetters in what Pittendreigh and others describe as "emulated" fashion; that is, the SuperSetter is accepting computer codes intended for other typesetters. However, Atex is reported to be near completion on its endeavor to drive the SuperSetters with its own codes.

Also in the immediate future is the integration of ERCM's Autokon scanners into the Camex system. In that project, several papers will be using the Autokon for scanning continuous tone black-and-white pictures and logos into the Breeze for manipulation.

Since its introduction about two years ago, the Camex Breeze advertising terminal and SuperSetter image setter have been looked upon as naturals for interactivity with the Atex front end. Unlike many of the other systems vendors, neither Atex nor Systems Integrators Inc., another front-end vendor that is seeking the "missing link," markets a product like the Camex Breeze. (See story, p. 30.)

Other papers working on the link include The Times Journal Co. of Springfield, Va., The Orlando (Fla.) Sentinel and The Boston Globe. The Fresno (Calif.) Bee is starting a similar project with an SII front end. The Bee will be testing SII-developed software for interaction with Camex equipment. □

Flint inks license; tests continue

Flint Ink Co. has become the fifth ink manufacturer to sign a license agreement with the Association for ANPA-INK™, the non-petroleum-based black ink for letterpress presses.

Meanwhile, the second phase of tests on ANPA-INK offset black ink [pressstime, Feb. 1985, p. 44] were successfully completed at Charleston (W.Va.) Newspapers.

According to George Cashau, ANPA director/technical research, the tests took place during regular production on one unit of a Goss Metro offset press printing both the morning and evening editions for two consecutive days. The tests consumed 30 gallons of ink and used two different neutral fountain solutions.

"It gave the same appearance as their standard offset black ink," Cashau said.

In the third leg of the tests, another small batch of the ink will be tested on TKS offset presses at The Washington Post's Springfield, Va., production facility this month. □

TECHNOLOGY CALENDAR

- The Southern Newspaper Publishers Association's **1985 Production Conference** will be March 10-12 at the Hyatt Regency Nashville.
- The **Mycro-Tek Users Group** will hold a meeting March 15 at the Europa Hotel in Chapel Hill, N.C.
- The Northwest Printing Production Conference will hold its **40th Annual Graphic Arts Conference and Exhibit** March 22-24 at the Minneapolis Plaza Hotel.
- **America*East Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 27-29 at the Hershey, Pa. Lodge & Convention Center.
- **Print 85**, the biennial printing equipment exposition and graphic arts show, will be April 13-20 at McCormick Place in Chicago.
- The **Atex Commercial Users Group** will meet April 22-24 at the Galleria Dallas Hotel.
- The **FTA Annual Forum** will be April 30-May 2 at the Clarion Hotel, St. Louis. The event, sponsored by the the Flexographic Technical Association, will include a session on newspapers.
- The **Gutenburg Festival** international graphic arts show will be May 9-12 at the convention center in Long Beach, Calif.
- Typeworld magazine's **PC's & Type**, the first annual personal computers in typesetting and publishing conference/exhibit will be May 16-18 at the New York Penta Hotel.
- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 at the Rivergate Exhibition Center, New Orleans Convention Center and New Orleans Hilton.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton in Washington, D.C.

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ITU officer says merger plan faulty

Members of the Graphic Communications International Union are scheduled to vote April 10 on a proposal to merge with the International Typographical Union.

But the highway to merger is not smooth, and ITU members who favor a merger with the Teamsters are setting up roadblocks.

The GCIU referendum was authorized by a 24-16 vote of that union's general board. The board has requested additional financial information from the ITU before it makes a decision on whether to recommend the merger to the GCIU membership.

A Feb. 1 letter written by ITU Secretary-Treasurer Thomas W. Kopeck in response to an inquiry from a Philadelphia ITU member surfaced at the GCIU's board meeting. In the letter, Kopeck said the GCIU-ITU merger agreement is "not financially sound." Kopeck wrote: "With our normal membership attrition of 2,000-plus per year, and assuming no defections upon merger, the projected income cannot possibly meet the expected cost."

Kopeck told presstime that he based his projections on a dues-paying ITU membership of 40,000.

In another obstacle to the merger, a group of ITU members who want a referendum conducted on a Teamsters' merger proposal has asked the U.S. District Court for the District of Columbia to block the scheduled March 27 ITU vote on the GCIU merger [presstime, Feb. 1985, p. 48].

That group, calling itself the "ITU Coalition for Merger," contends that ITU President Robert S. McMichen and Vice Presidents Billy J. Austin and William J. Boarman, who form a majority of the union's five-member executive council, failed to abide by a convention mandate last September either to produce a merger agreement with another union within 90 days or to conduct a referendum on the Teamsters' proposal.

The coalition also maintains that McMichen, Austin and Boarman violated the ITU's constitution by refusing to recognize a petition initiated by St. Louis Mailers Union No. 3 calling for a vote on the Teamsters' proposal. The executive council majority found that the local's "referendum resolution" was improperly drawn and executed.

But the coalition contends that the majority's refusal to accept the petition was based on an "unreasonable, arbitrary and capricious" interpretation of the ITU constitution and should be overturned by the court.

Furthermore, the coalition charges in its complaint that the ITU-GCIU agreement was negotiated without the full participation of Kopeck and Vice President Allan J. Heritage.

McMichen told the GCIU board that the ITU would delay counting the ballots from its March 27 vote until the GCIU members vote April 10. Kopeck, however, said that ballots cannot be impounded under the ITU's normal referendum procedure.

In yet another internal ITU squabble, an arbitrator conducted hearings in Washington, D.C., Feb. 14-15 in a dispute over the firing of former ITU vice president and international representative Raymond E. Brown, who was dismissed by a majority vote of the ITU executive council. □

Deliverer is ruled an independent contractor

The Virginia Industrial Commission has affirmed on appeal a deputy commissioner's finding that a motor-route newspaper carrier was an independent contractor rather than an employee within the meaning of the state's workers' compensation law.

Barbara Curtis, the claimant, alleged that she had injured her back while loading copies of The Free Lance-Star of Fredericksburg into her automobile.

The commission found that the newspaper "exercised no control" over Curtis in the way she delivered the papers. Thus, as an independent contractor, she could not make a claim against the newspaper, it held.

(Curtis v. Fredericksburg Free Lance-Star, Va. Industrial Commission Claim No. 115-99-98) □

Resignation provision found illegal

A National Labor Relations Board administrative law judge has found that a local of the Graphic Communications International Union violated the Taft-Hartley Act by restricting resignations from the union.

The ruling follows other recent NLRB decisions involving The Newspaper Guild in which the board held that any restrictions placed by a union on its members' right to resign are illegal [presstime, Jan. 1985, p. 63].

The latest case arose when GCIU Local No. 55 refused to accept the resignations of the pressroom foreman and two assistant foremen at The Birmingham News. The GCIU's constitution provides that a member may resign "upon approval of the local executive board, only if he is in good standing and has ceased to be engaged as an employee or in a supervisory capacity in an industry within the jurisdiction" of the union.

The company filed charges with the NLRB after the union refused to accept the resignations.

Judge Lawrence W. Cullen recommended that the board order the union to delete the resignation provision from its constitution and to accept the three men's resignations.

The union is appealing the decision.

(Birmingham Printing Pressmen's Local Union No. 55 and The Birmingham News Co., ID-[ATL]-3-85) □

Court dismisses racial bias suit

The 5th U.S. Circuit Court of Appeals has affirmed a lower court's dismissal of a race discrimination suit against the Beaumont (Texas) Enterprise and Journal.

A circulation department employee who is black, John Porter, alleged that he had been discharged because of his race in violation of Title VII of the 1964 Civil Rights Act.

The U.S. District Court for the Eastern District of Texas dismissed the suit on procedural grounds after finding Porter's attorney had been negligent in serving suit on the company.

(Porter v. Beaumont Enterprise and Journal, USCA5 No. 84-2088) □

Firing for theft is upheld

The Warren (Pa.) Times Observer's discharge of its sports editor for abuse of a company telephone credit card has been sustained by an arbitrator.

The grievant had been issued the credit card in 1970 and became sports editor the following year.

Early in 1984, the Times Observer conducted an investigation of its telephone records for the previous year. It showed that the man had made a large number of calls and that many of them did not have an apparent business relationship.

With the help of the telephone company, the newspaper checked the calls in detail and found what it believed to be a pattern of misuse of the card.

After management representatives reviewed the calls with him, the sports editor was discharged May 3.

Erie Typographical Union No. 77, the grievant's representative, contended that the discharge penalty was too severe in light of his long service.

But Publisher Kevin Mead noted in a letter sent to the grievant at the time of his discharge: "Allowing the paper to pay for your personal expenses is the equivalent of theft and represents a serious abuse of your position as an editor and the trust which has been placed in you."

Arbitrator Myron L. Joseph noted that the grievant admitted using the card out of "force of habit" to make numerous personal calls from his home. The calls, which were made over a period of "many months," went to the man's "stock broker, friends, retail establishments, and others," the arbitrator found.

"The grievant knew that normally the phone calls were not monitored and that he would be asked to pay for his personal calls only if he reported them to the employer," Joseph noted. "By not reporting his calls to the newspaper, he knowingly caused the employer to pay for his personal expenses."

Joseph agreed with Publisher Mead that by allowing the newspaper to pay for personal calls, the grievant was, in effect, stealing money.

"It is not necessary to announce a formal rule against theft in order to discipline an employee for stealing company property or funds," the arbitrator said. "It can be assumed that employees understand certain minimum standards for behavior and the expected consequences for their violation."

The union had argued that the grievant should be excused because there was no system of monitoring phone calls and because the company's enforcement of its reimbursement requirements was lax.

But Joseph said, "The arguments are not persuasive. The absence of a bank guard does not excuse bank robbery, and the company's reliance on the honor system rather than a formal monitoring of phone calls does not excuse a violation of trust."

As to the union's contention that discharge was too severe for an employee with a long and otherwise unblemished employment record, Joseph noted that the offense did not involve a single lapse in judgment or a momentary failure to meet responsibilities.

"He violated his trust to the extent that it became a habit," the arbiter said. "These repeated minor thefts constituted a pattern of irresponsible behavior for which discharge was an appropriate penalty." □

Reinstatement order appealed

The Washington Post is appealing an order of the District of Columbia Human Rights Commission to reinstate a former copy aide to a newsroom position.

The newspaper appealed to the District of Columbia Court of Appeals after the commission rejected a request to reconsider its decision.

The commission found that the newspaper discriminated against Mario Schowers, who is black, and then fired him for having filed a complaint with the agency. It also ordered the Post to pay Schowers the difference between what he has earned since his 1976 discharge and what he would have earned if he had worked for the newspaper.

In 1978, in an arbitration between the Post and The Newspaper Guild, Arbitrator Lewis M. Gill upheld the newspaper's decision to discharge Schowers for unsatisfactory job performance. □

Additional arbitration awards

Kingston (N.Y.) Daily Freeman, Guild: Bertram T. Kupsinel ruled that the newspaper did not violate the labor agreement by eliminating a 1-percent higher commission rate that had been paid to a display advertising employee.

Lansing (Mich.) State Journal, Guild: Alan Walt found that five of seven stringers and correspondents are part-time employees covered by the labor agreement.

Manchester (N.H.) Union Leader, Guild: Daniel G. MacLeod ruled that employees applying for posted job openings must be qualified and have the potential to fulfill the minimum requirements of the job before they are entitled to a tryout.

Milwaukee Journal and Sentinel, GCIU: Edward B. Krinsky upheld the company in a dispute over press manning during lunch breaks.

Minneapolis Star and Tribune, GCIU: William J. Berquist ruled that four apprentice pressmen who returned to work after a layoff did not accumulate vacation credits while they were absent.

Minneapolis Star and Tribune, Guild: Anthony V. Sinicropi found that a sports department employee who resigned was not entitled to dismissal pay.

Il Progresso Italo-Americano, New York City, ITU: Richard Adelman ruled that mailers were not entitled to an additional day's pay in addition to holiday pay for Christmas and New Year's Day.

San Diego Union and Tribune, Guild: Thomas Christopher upheld the two-day disciplinary suspension of an accounting department employee for refusing a supervisor's order.

Washington Post, Guild: Francis J. Robertson dismissed as "moot" the union's grievance in a job-classification dispute after the involved clerical employee resigned from the company.

Washington Post, Guild: Nicholas H. Zumas found that a credit department employee had voluntarily resigned and dismissed the union's discharge grievance.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Union's representation bid found inappropriate

An NLRB official has dismissed a petition filed by Laborers' Local 341 to represent a unit of mailroom inserters, circulation drivers and truck-service employees at The Anchorage Times.

The agency's regional director in Seattle, John D. Nelson, found the petitioned-for unit was "inappropriate" because the employees had different job functions, skills and supervision.

Nelson also noted that the NLRB in 1978 had ordered the newspaper to bargain with Local 1547 of the International Brotherhood of Electrical Workers for a labor agreement covering a unit that included circulation employees. That order was affirmed by a U.S. Court of Appeals [presstime, June 1981, p. 43].

However, no agreement was ever reached with the IBEW. Nelson found a recent letter from the IBEW disclaiming further interest in representing the employees was a "valid disclaimer."

As a result, he approved the newspaper's withdrawal of the petition it had filed for an election to determine whether the IBEW still represented a majority of employees in the accounting, advertising, circulation and editorial departments.

(The Anchorage Times Co. and Alaska State District Council of Laborers and IBEW, Cases 19-RC-11090, 19-RM-1906) □

Tentative agreement in San Juan

Members of The Newspaper Guild at The San Juan (Puerto Rico) Star were voting in late February on a new labor agreement that would end a strike and allow publication for the first time since last Oct. 14. The tentative agreement was reached Feb. 15.

Star President and General Manager John A. Zerbe Jr. said that if the agreement is ratified, publication of the English-language daily would resume the first week of March. The Guild's bargaining committee said it would recommend ratification.

The Guild is the only union at the 38,250-circulation paper and represents employees in all departments. Union members had been putting out an interim weekly while the Star was publishing a weekly tabloid printed in the United States and distributed to subscribers through the mail [presstime, Feb. 1985, p. 49]. □

NLRB elections

Appleton (Wis.) Post-Crescent, CWA: Advertising, bookkeeping, editorial and dispatch employees voted 59-21 in favor of representation by the Communications Workers of America.

(NLRB Case No. 30-RC-4440)

Los Angeles Daily News, Teamsters: Circulation drivers and dock workers voted 27-6 against representation by Local 986 of the Teamsters.

(NLRB Case No. 31-RC-5796)

New Haven (Conn.) Register and Journal-Courier, ITU, Teamsters: Composing room employees voted against continued representation by the International Typographical Union, casting 38 ballots for no representation, 12 for the Teamsters and two in favor of the ITU.

(NLRB Case No. 39-RD-83)

Recent contract settlements

Buffalo News, Guild: 39-month agreement covering editorial and commercial employees; retroactive to May 1, 1984.

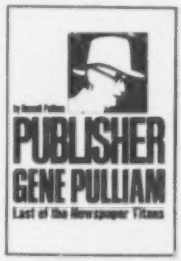
Dallas Times Herald, ITU: Three-year agreement covering composing room employees; retroactive to Sept. 1, 1984. Also, 34-month agreement covering mailroom employees; retroactive to Nov. 21, 1984.

(Details in March 1985 ANPA Labor & Personnel Relations Letter.)

From mud hut boy to newspaper magnate

Russell Pulliam, editorial writer for the Indianapolis News, is the biographer of his grandfather in *Publisher Gene Pulliam: Last of the Newspaper Titans.*

Gene Pulliam, the son of an itinerant minister, was born in a Ulysses, Kan., "mud hut" in 1889. He graduated from Indiana's DePauw University where he helped found the journalism society Sigma Delta Chi.



Although he had a bent for writing, his greater aspiration was to own a "big-city" newspaper, says the author. With the purchase of the Indianapolis News—his 51st newspaper—he stopped buying.

Gene Pulliam died in 1975, having willed his empire to a trust. "He had seen many newspapers ruined by family stockholders . . ." the grandson says. "He was the last of his kind . . . the Horatio Alger of newspaper publishing."

The 320-page, hard-cover book is available for $16.95 from Jameson Books, 722 Columbus St., Ottawa, Ill. 61350. □

Black journalists in U.S. newsrooms

Who's What and Where is "the first-ever compilation of information on America's black journalists," according to editors Ben Johnson, assistant to the managing editors/development at the Detroit Free Press, and his wife, Mary Bullard-Johnson, a free-lance writer.

The Johnsons and other contributors explain what must be done to improve the nation's low percentage of black-held newspaper jobs—6 percent in 1983.

The book includes sections on "Organizations ready to help," "Unsung heroes," and "A directory of America's black journalists." Minorities whose names are not included in the directory listing are encouraged to contact the Johnsons.

The soft-cover, 480-page book is available for $24.95 from Ben Johnson, P.O. Box 921, Detroit, Mich. 48231. □

Waste not, want not, paper finds

Most newspapers are happy if they have *some* way of disposing of salvage paper. The Columbian of Vancouver, Wash., not only found a *good* way to remove heaps of returns, core waste and spoiled copies but also to save a bundle of cash.

Like many papers, The Columbian does a lot of commercial printing. Between the waste produced by it and its sister firm, The Columbian Printing Co., about 1,000 tons of salvage are generated annually.

Working with a salvage hauler, The Columbian has implemented a system that has greatly reduced man hours required to prepare the salvage for hauling.

It also has been able to get more money for the discarded material. "We were also losing out because we weren't getting top dollar for our salvage," noted Ray Maly, vice president/operations of the paper and president of The Columbian Printing Co.

Preparing the salvage for hauling and resale was time-consuming and costly. Workers had to strap the paper discard onto pallets or wire the material into bales. Then the salvage hauler, Northwest Paper Fibers of Portland, Ore., had to strip the bales and pallets before the paper could be sold to a recycling mill.

Two years ago, Northwest Paper and The Columbian entered into a joint venture to reduce costs, partly by eliminating the need to use either bales or pallets.

The program involved building two transportable 40-cubic-yard metal containers. Installed at the newspaper plant, they use specially designed "rolling lids" to facilitate loading, transportation and unloading, and to keep the contents dry.

Seven smaller bins were positioned at the end of each press line. As those bins become full, a forklift operator empties them into one of the larger containers. The hauling firm then trucks the 40-yard containers to the Publishers Paper Co. mill in Oregon City, Ore., for processing.

The Columbian, Vancouver, Wash.

Forklift operator makes a deposit of old newspapers and waste circulars.

Both the newspaper's and the hauler's initial investments were relatively small. However, the return on investment has been significant, Maly said.

Among details of the program:

- As an "incentive and gesture of good will," Maly said the salvage hauler, Northwest Paper, paid for the 40-yard containers that cost $3,000 each.
- The newspaper will pay a $125 hauling charge for each of the first 200 trips to the mill. Thereafter, ownership of the containers transfers to the paper and hauling charges drop to $95 per load.
- The Columbian purchased the seven smaller waste containers at $2,012 each. It also bought a $2,740 forklift rotator that helps to dump contents from those smaller boxes into the larger bins.

Under the old scheme, palletizing consumed four man-hours per ton and cost $26.50. Baling required six man-hours and cost $46.50. Expenses included materials—baling wire, pallets, covering and straps—and hauling charges.

The new method "takes one-half man-hour per ton to handle all of our printed salvage at a cost of $16 per ton, including hauling," Maly said. "In 1984, The Columbian realized a net savings of $14,284 more for the loose salvage."

Moreover, after the containers are paid for, Maly noted, The Columbian will realize an increase of $7.54 for each ton of salvage it sells.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, The Newspaper Center, Reston, Va. □

Statistics delayed

Newsprint statistics for January were not available by press time. They will be published in the April issue.

Financial report of paper companies, 1984 v. 1983

Net income (in thousands of dollars)

	1984	1983	% Change		1984	1983	% Change
Boise Cascade Corp.	$ 69,600	60,400	+15.2	Great Lakes Forest Products Ltd.	17,779	(9,936)	--
Bowater Inc.	72,098(a)	37,976(b)	+89.9	Great Northern Nekoosa Corp.	119,900	84,000	+42.7
British Columbia Forest Products Ltd.	9,200	(32,700)	--	International Paper Co.	120,000	254,900(a)	-53.0
Consolidated-Bathurst Inc.	58,901(b)	24,854(b)	+137.0	Kimberly-Clark Corp.	225,000(a)	188,800	+19.2
Crown Zellerbach Corp.	86,900	87,800	-1.0	Southwest Forest Industries	(9,032)(b)	(15,678)(a)(b)	--
Domtar Inc.	93,900(a)(b)	40,200(a)(b)(c)	+133.6	Weyerhaeuser Co.	226,200	204,800	+10.4
Donohue Inc.	30,300	9,400	+222.3				

(a) including extraordinary gain (b) including extraordinary loss (c) restated ( ) = loss

Kenaf paper-making advances

Kenaf Puerto Rico Inc., formed in January as a joint venture between Kenaf International of California and Kenaf Development Co. of Puerto Rico, plans to create a fiber-pulping and paper-making system in Puerto Rico.

Final engineering and feasibility research will begin soon to confirm data that strongly conclude the project is operationally and economically viable.

If the project goes forward, it will mark the first attempt to produce kenaf newsprint on a full-scale commercial basis since ANPA released a 1982 feasibility study to encourage exploitation.

Kenaf is an annual plant that typically grows to 12 feet in height and produces a jute-like fiber [presstime, June 1984, p. 50]. Compared to trees, kenaf can yield nine times the pulp from an acre of comparable forest land. □

Kenaf grows to 12 feet in height.

Prices will rise to $570 per metric ton

Major newsprint companies plan to stick by their previously announced intention to raise prices for U.S. customers April 1 [presstime, Nov. 1984, p. 55]. The price will increase from $535 to $570 a metric ton.

Among them are Abitibi Price, Bowater, CIP, Consolidated-Bathurst, Great Lakes Forest Products, Kruger, Kimberly-Clark, Ontario Paper, Great Northern Paper and Bear Island Paper.

However, Boise Cascade notified its customers east of the Rockies that it will implement the price increase May 1. Champion International's Southland Division also will boost prices May 1.

In addition, some companies will raise the price to Canadian customers from $585 to $635 (Canadian), effective April 1. □

NEWSPRINT NOTES

• The city of Richmond, Calif. received a $50,000 federal grant to conduct a feasibility study on building a 181,000-metric-tons-a-year newsprint mill that would **use waste newsprint** for furnish.

According to city officials, several firms are interested in the proposal to build a recycling mill in Richmond.

The grant came from U.S. Department of Commerce's Economic Development Administration.

• Great Northern Paper Co. announced a $155-million **renovation program** for its East Millinocket, Maine, mill—the last newsprint mill in New England.

The renovation will include modernizing two paper machines for improved quality and increasing production speed by 40 percent. The additional capacity to be realized has not been specified publicly.

Construction is expected to begin this summer, with completion set for 1987.

• Times Mirror Co. of Los Angeles is discussing the **possible sale** of its Publishers Paper Co. subsidiary to Boise Cascade Corp.

Publishers Paper has newsprint mills in Oregon City and Newberg, Ore. Total estimated newsprint capacity of the two mills last year was 523,000 metric tons.

Times Mirror said the possible sale would include a long-term contract with Boise Cascade for the supply of newsprint to the Los Angeles Times and other Times Mirror newspapers in the West.

• Bowater Inc. capped a two-year effort to divest its oldest North American newsprint mill with **completion of the sale of the Corner Brook, Newfoundland mill** to Kruger Inc. [presstime, Oct. 1984, p. 60]. Terms were not disclosed.

Kruger said it will begin a $200-million, five-year modernization of the mill by April. Federal and provincial governments will contribute 20 percent, or about $39 million, toward the modernization.

Congress studies DOT recommendation on Conrail sale

The U.S. Department of Transportation picked Norfolk Southern Corp., a holding company that owns the Norfolk & Western and Southern railways, as the preferred bidder for the government's 85-percent share of Consolidated Rail Corp.

The $1.2-billion Conrail purchase, which must be approved by Congress, would result in Norfolk Southern's owning the largest railroad system in the United States, with 31,500 miles of track.

The Justice Department has approved the deal, providing Norfolk Southern sells, leases or makes its track available to competing railroads in certain markets.

Norfolk Southern was one of three finalists in the bidding for Conrail, whose employees own the other 15-percent share [presstime, Feb. 1985, p. 47]. The other two were Alleghany Corp. and an investors' group led by J. Willard Marriot.

All the bidders had agreed to maintain Conrail's business "substantially as it is now being conducted" for five years after the sale.

The government created Conrail in 1976 from the remains of the bankrupt Penn Central railroad and five other ailing Northeastern roads. Since that time, more than $7 billion in federal funds has been invested in the railroad.

Even as the Reagan administration advanced plans to sell the railroad outright, congressional proponents of a public sale of Conrail stock introduced the Conrail Privatization Act of 1985. □

Shippers get more time to pay bills

The Interstate Commerce Commission has given shippers more time to pay railroads, motor and water carriers and freight forwarders for interstate shipments.

The new rules, effective May 1, expand the credit period to 15 days for all carriers. Previously, railroad bills had to be paid within four or five days of receipt of the bill; motor carriers and forwarders had to be paid within seven days, and water carriers within two to four days.

However, carriers in some circumstances may elect to reduce the 15-day period or expand it to 30 days. The ICC's decision also authorizes carriers to offer early-payment discounts and late payment service charges. □

Speeches

Tom A. Giuffrida

A. Mark Smith

Ronald G. Beach

Donald O. Morse

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

I Am a Recruiter
Reed Sarratt, executive director, Southern Newspaper Publishers Association, Atlanta. American Society of Newspaper Editors' Education for Journalism Committee meeting, Nashville, Jan. 19.

Pulp and Paper—At High Noon
Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual luncheon, Montreal, Feb. 1.

A Management Philosophy and Other Remarks
Paul N. Carlin, U.S. postmaster general. Mailers' Technical Advisory Committee meeting, Washington, D.C., Jan. 10.

The Missing Agenda
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. World Affairs Council of Boston panel discussion, Boston, Jan. 29.

From the International Newspaper Advertising and Marketing Executives winter sales conference, Miami Beach, Jan. 27-30:

Marketing Is Not Enough
Tom A. Giuffrida, vice president and general manager, Atlanta Journal and Constitution

Selling Newspaper Advertising on Commission
Gene Williams, vice president/marketing director, Charlotte (N.C.) Observer and News

Three Conditions for Boosting Color Sales
A. Mark Smith, advertising director, Athens (Ga.) Banner-Herald and Daily News

Winning Advertisers Over to Newspapers
Robert M. Hobson, marketing services director, The Wichita (Kan.) Eagle-Beacon

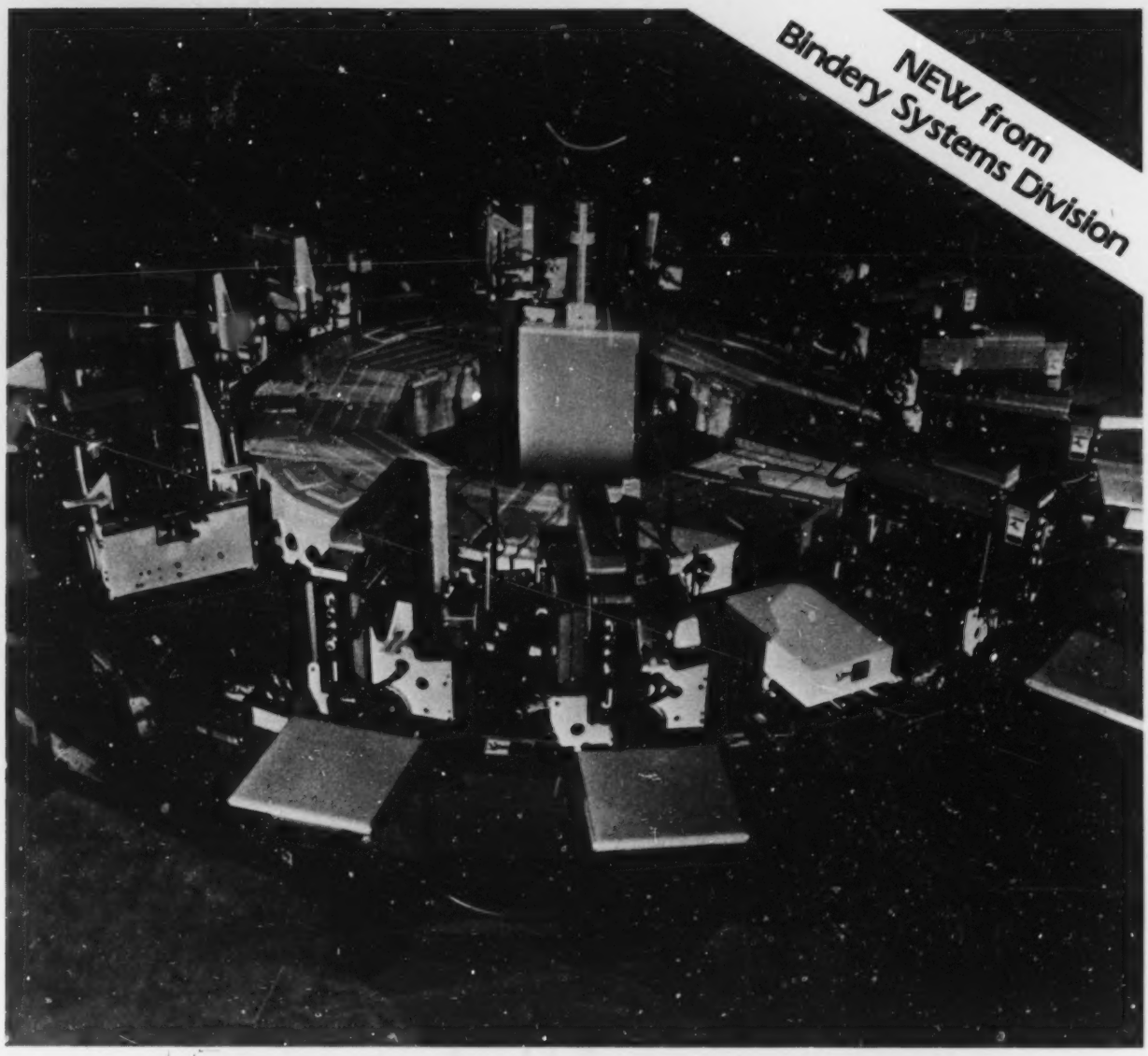
Classified Incentive Plans
Paul D. Laraway, classified advertising director, Dallas Times Herald

How Newspapers Can Improve Classified Employment Advertising Marketing
Ronald G. Beach, classified advertising director, San Jose (Calif.) Mercury News

From Suburban Newspapers of America circulation conference, Chicago, Jan. 17-18:

What I Would Do If I Were Editor
Donald O. Morse, circulation/promotion manager, Dole Publishing, Somerville, Mass.

Circulation and the Law
Robert L. Ballow, legal representative and general counsel of the International Circulation Managers Association, and attorney, King, Ballow & Little, Nashville



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HARRIS GRAPHICS

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Minority employment urged

After years of discussion on the need to increase minority employment in newsrooms, an industry-wide coordinating group has been formed to promote that idea throughout all newspaper departments.

A steering committee composed of representatives of major newspaper organizations has been formed to make specific proposals. The committee was an outgrowth of a Feb. 12-13 meeting in Washington, D.C., of about 50 industry leaders, organized by the American Society of Newspaper Editors and ANPA Foundation.

The group was in general agreement that minority employment at newspapers should be more in line with the number of minorities in the general population. There was also a consensus that achievement of significant change would require unified action.

Aubespin delivers comment. Seated beside him is Frank Newton, executive director of the National Association of Hispanic Journalists.

"We don't have to sell the idea again," said ANPA Executive Vice President Jerry W. Friedheim. "What we need (now) is tools."

Setting the tone for the planning session, keynote speaker Benjamin L. Hooks, executive director of the National Association for the Advancement of Colored People, posed "the question that perplexes and puzzles, bewilders and bedevils us . . . why we haven't done any better." The answer lies in setting priorities, he told the group that represented most of the major newspaper associations. "You've got to convince the people in your organizations you mean business," said Hooks, recalling enforcement of affirmative action in the broadcast industry when he was a member of the Federal Communications Commission in the 1970s.

The decision to form a steering committee came after a series of presentations showed that a variety of programs are already under way, but that coordination would make these efforts more effective throughout the industry.

Ongoing efforts, largely aimed at editorial jobs but which many speakers said could be expanded to include non-editorial as well, include:

- Compilation of lists of minority job seekers by national organizations of minority journalists and others
- A minority jobs "hotline" to match jobs with applicants that the Society of Professional Journalists, Sigma Delta Chi, is launching this month. The number is 1-800-331-1750, operator 128
- Attendance at annual minority job fairs and at ASNE's regional minority job conferences
- Scholarships, internships and training programs offered by a variety of newspapers and press organizations, including ANPA [presstime, August 1984, p. 14].

However, Mervin Aubespin, president of the National Association of Black Journalists, said there remains a need for coordination of programs aimed at minority promotion. "We can bring them in at the bottom all we want," said Aubespin, a staff writer at The Courier-Journal in Louisville. "But unless we can show them they can get to the top, we're going to lose them along the way."

One such management-training program is scheduled to begin this fall under sponsorship of the Institute for Journalism Education in conjunction with Northwestern University's J.L. Kellogg Graduate School of Management and Medill School of Journalism.

IJE President Ellis Cose told the group that the Robert R. McCormick Charitable Trust had recently contributed $100,000 to the new Chicago-based program, and other large contributions would be announced shortly. In 1968, the McCormick Trust provided the same amount for initial funding of ANPA Foundation's minority scholarship program, which was in effect in the 1970s and received support from throughout the newspaper business.

Representatives of several industry-wide newspaper organizations without affirmative-action programs announced at the meeting that they intend to start minority programs.

The president of the International Circulation Managers Association pledged the formation of a committee to "brainstorm" the issue. Jack Butcher, circulation director of The Tampa Tribune, said ICMA also would conduct its first survey to determine the number of minority employees in circulation departments.

Others were less specific but indicated that their organizations would give the issue serious consideration. "We have had no formal minorities activity," said Paula Markiewicz, executive director of the International Newspaper Promotion Association, "but we certainly will have it today after I get back (to the office)."

The group did not endorse the proposal of Loren F. Ghiglione, chairman of ASNE's Minority Committee and editor and publisher of The News in Southbridge, Mass., to establish a paid position to coordinate minority employment efforts in non-editorial departments. For the past year, editorial programs have been spearheaded by Carl E. Morris, full-time director of minority affairs for ASNE.

Suggestions to enlarge the term "minorities" to include women and the disabled were also rejected in favor of concentrating on increasing employment of racial and ethnic minorities—primarily blacks, Hispanics, Asians and native Americans.

The steering committee includes representatives from ANPA, ASNE, Associated Press Managing Editors Association, National Council of Editorial Writers, International Newspaper Promotion Association, Association for Education in Journalism and Mass Communication, and SPJ,SDX. Also represented on the committee, which will meet again during ASNE's April convention in Washington, D.C., are NABJ and IJE.

The National Association of Hispanic Journalists, the Asian American Journalists Association and the Native American Press Association, all represented at the meeting, also will be asked to serve on the committee. —*Marcia Ruth*

Gannett makes two major acquisitions

In the space of three weeks, Gannett Co. made major, back-to-back acquisitions—The Des Moines Register on Jan. 31 and Family Weekly Feb. 21. The deals left Gannett with its largest regional newspaper and with the third most widely distributed weekly magazine in the United States.

For these new properties, Gannett paid $200 million for the Register (circulation 234,927 mornings and 384,923 Sunday) and an as-yet undisclosed amount for the magazine inserted in 362 Sunday papers in 47 states.

Earlier Gannett efforts to purchase U.S. News & World Report were unconsummated, as the magazine went to a higher bidder—Mortimer B. Zuckerman.

Begun in 1953 in 26 newspapers, Family Weekly was purchased from CBS Inc., which bought the magazine five years ago for $50 million from a group of four partner-owners [presstime, Jan. 1980, p. 59].

Although few details of the sale were available at press time, Family Weekly Publisher Patrick Linskey announced he was "thrilled" at his magazine's new "parent."

Meanwhile, three weeks after the Des Moines sale was announced, a Gannett official said single-copy price and advertising rate increases may be ahead for the Register.

Charles L. Overby, vice president/communications, said raising single-copy prices, now 25 cents, is "a possibility" at the Iowa paper. Home-delivered Sunday papers are sold at "a pretty good discount," he said, and "there is some room there" to raise prices also. Gannett believes it can improve profitability and continue the paper's excellence, Overby said.

For the $200 million, Gannett also got The Jackson (Tenn.) Sun and two Iowa weeklies from the Des Moines Register & Tribune Co., which is being sold in pieces. By late February, media companies had successfully bid for most of the Register and Tribune's remaining assets.

Gannett has already announced management changes at the Register. Richard W. Gilbert, acting president and chief operating officer, and Charles C. Edwards Jr., acting publisher, will be appointed to those jobs after Gannett takes formal control. James P. Gannon will remain as editor.

Michael G. Gartner, the Register and Tribune's president, and Gary A. Gerlach, the Register's publisher, have been on paid leaves of absence. They and Dow Jones & Co. were among the investors who made the offer in November that led to a bidding war and the company's sale [presstime, Jan. 1985, p. 66].

Top Gannett officials plan to meet with Gartner and Gerlach about possible jobs within Gannett other than at Des Moines, Overby said. □

Pulitzer-winning weekly snuffed out by loss of 'legals'

The Georgia Gazette, the 3,000-circulation Savannah weekly that won the 1984 Pulitzer Prize for editorial writing, was scheduled to go out of business with its Feb. 28 edition.

Loss of its designation as the official publisher of legal advertising for Chatham County was blamed for the newspaper's demise. Legals can be a matter of life or death for some small newspapers [presstime, Jan. 1985, p. 5], and in the case of the Gazette, those from the county brought in about $100,000 a year in revenues.

"There was no indication that we would ever get them back," said former Editor Albert Scardino. "Our reserves weren't strong enough to see us through."

Scardino, who left the aggressive weekly the first of this year to become an editor at The New York Times, would not comment on whether he believes the removal of the "official" newspaper designation was vindictive.

The legal ads had gone back and forth between the weekly and Savannah's two co-owned dailies ever since Scardino and a group of local residents started the paper in 1978.

The Gazette first obtained the county's advertising that year, lost it in 1980 to the Savannah Evening Press, but got it back in 1982, according to Scardino. Now they are appearing in the Savannah Morning News.

After it lost the legals in 1980, the Gazette brought suit against the daily newspaper company, alleging First Amendment violations. It later withdrew the suit. □

Suit slows Multimedia buyout

A planned leveraged buyout of Greenville, S.C.-based Multimedia Inc. by a management-led group of investors has been slowed by a stockholder's lawsuit.

The stockholder, Bruce Doniger, a partner in the broker-dealer firm of Gilbert, Doniger & Co. in New York City, said he filed the suit in the Court of Common Pleas in Greenville because he believes the investment group's offer of about $49.50 a share in cash and debentures is too low. "It's a classic problem of what a company is worth," Doniger said.

In a leveraged buyout, investors buy a company in a transaction financed largely by borrowing. The debt ultimately is paid with funds generated by the company's operations or sale of its assets.

Multimedia, which publishes 13 daily and 30 non-daily newspapers, announced Feb. 1 that it had received a proposal from a group of investors to buy the company. The investors include top officers of the company and members of the families that founded Multimedia.

The company's stock is traded over-the-counter.

In addition to the newspapers, Multimedia owns and operates five television and 12 radio stations, operates more than 100 cable television franchises and produces the Phil Donahue TV show. □

Sunday paper folds

Montreal's only English-language Sunday newspaper ceased publication Jan. 20 after 15 years.

The Sunday Express, published by Quebecor Inc., had a circulation of about 45,000. "We were too small," said Executive Editor M.A. Lawton.

The Express was unusual in that it had no weekday editions.

Clark W. Davey, publisher of The Gazette, the only English-language daily in Montreal, said his newspaper has no immediate plans to start a Sunday paper. "We looked at the possibility," he said.

Montreal has three French-langugage Sunday papers. □

Press aids Ethiopian famine victims

At least two newspapers and one editorial cartoonist have raised large sums of money to aid the starving of Africa.

The Gwinnett Daily News of Lawrenceville, Ga., the Omaha World-Herald and Rocky Mountain News cartoonist Ed Stein have collected a total of nearly $400,000 to aid people in the drought-stricken countries.

Additionally, for the Daily News, the fund-raising drive injected an unusual local angle into an international news event. For the World-Herald, it complemented an annual campaign for the needy. And for Stein, it allowed him to reuse editorial cartoons in a gratifying way.

Curtis Compton, Gwinnett Daily News

Gwinnett reporter Rebecca Rakoczy helps mix grain in the Sudan.

Daily News Editor James R. Osteen said telephone calls from readers triggered the fund drive. They wanted to help the starving, Osteen said, "but they were skeptical about sending their money to just anybody."

The paper set up a relief fund through a Lawrenceville bank. The goal of the drive, which began Nov. 4, was $10,000. But it raised $100,000 in eight weeks.

The paper used $75,000 to buy grain and gave another $25,000 to the Red Cross.

The Gwinnett Daily News also sent a reporter and photographer to Africa to cover the distribution of the food.

Media coverage of the African famine broke just before the Omaha daily began its annual Good Fellow Fund Drive, a philanthropic effort to help the needy.

According to E. Terry Ausenbaugh, public affairs manager, the paper decided to launch a promotional campaign for both the local and the African relief efforts. The drive was coordinated with New York-based CARE, Ausenbaugh said, and eventually $183,000 was turned over to an African relief fund.

The World-Herald had feared the African campaign would siphon off contributions to the Good Fellows Fund Drive. Instead, it raised $161,000 this year, Ausenbaugh said, "which was a new record."

In Denver, Stein came up with the idea of giving one of his original drawings to anyone who would contribute $75 to assist the African drought victims. Within the Denver area alone, the campaign raised $33,000, he said.

His syndicate, NEA, picked up on the idea and ran a similar program that brought in another $80,000. The contributions were turned over to the Catholic Relief Services and World Vision. □

Recent acquisitions

Cox Enterprises Inc. of Atlanta is acquiring The Orange (Texas) Leader, daily circulation 11,361.

The News & Observer Publishing Co. of Raleigh, N.C., acquired the Evening Herald of Rock Hill, S.C., circulation 25,220.

Loren F. Ghiglione, editor and publisher of The News in Southbridge, Mass., acquired the Bristol (Conn.) Press Publishing Co., publisher of The Bristol Press, daily circulation, 20,009.

Smith Newspapers Inc. of Fort Payne, Ala., acquired the Bastrop (La.) Daily Enterprise, circulation 6,979.

The Omaha World-Herald Co. acquired the Kearney (Neb.) Daily Hub, circulation 11,639. □

The E. Bartlett Barnes and Clarkson S. Barnes Families
have sold their two-thirds interest in

The Bristol (Conn.) Press

and three contiguous weekly newspapers

To Loren F. Ghiglione of Southbridge, Mass.

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ANPA Calendar

MARCH

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
The Waldorf-Astoria, New York City, March 4

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, March 4-8

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Legal Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA/American Bar Association Task Force meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA Newspaper Quality Control Seminar-Letterpress
The Newspaper Center, Reston, Va., March 11-15

ANPA Conference for Newspaper Men and Women
Hotel del Coronado, San Diego, March 17-20

Strategic Planning Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, March 24-28

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 25-29

APRIL

ANPA Industry Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Holiday Inn Lake Shore Drive, Chicago, April 22-24

ANPA Newspaper Quality Control Seminar-Offset
The Newspaper Center, Reston, Va., April 29-May 3

MAY

ANPA Board of Directors meeting
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

ANPA Board of Directors/ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

ANPA

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Rowe to be nominated to Board

The ANPA Nominating Committee has announced its intention to nominate Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., to become an ANPA director.

Charles S. Rowe

The nomination will be made at the Association's annual business meeting May 7 during the ANPA Convention in Miami Beach. Election will follow at that meeting.

Rowe, who will be nominated for a two-year term on the Board of Directors, is president of The Free Lance-Star Publishing Co., which also operates two Fredericksburg radio stations.

He is a director of the Southern Newspaper Publishers Association, first vice chairman of the Associated Press, a former president of the Associated Press Managing Editors Association, a former director of the American Society of Newspaper Editors, a former director of the Virginia Press Association and co-chairman of the Virginia State Bar-News Media Relations Committee.

Rowe is a trustee of Washington and Lee University in Lexington, Va., from which he received a bachelor's degree in 1947 and where he attended law school.

A member of the ANPA Government Affairs Committee since 1976, he is chairman of the committee's First Amendment/Freedom of Information working group. In that capacity, he has represented ANPA in testimony before several congressional committees.

Rowe would succeed Donald N. Soldwedel, president of Western Newspapers Inc., Yuma, Ariz. At the convention, Soldwedel will complete the normal eight-year tenure on the Board.

The Nominating Committee, headed by William C. Marcil, president and publisher of The Forum in Fargo, N.D., will renominate for a second year in their current officer positions Chairman and President Richard J.V. Johnson, president of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., Miami; Secretary K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass.; and Treasurer Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times.

Other members of the Nominating Committee are Edward W. Estlow, president and chief executive officer of Scripps-Howard, Cincinnati; Low; John Grey Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and Sulzberger. The Committee's planned nominations were approved by the Board in February.

Three directors whose two-year terms expire this year will be nominated for new terms. They are: Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, N.J.; and Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa.

Helen K. Copley, chairman and chief executive officer of The Copley Press Inc. of La Jolla, Calif., will be nominated for an additional one-year term as director. Mrs. Copley serves as chairman and president of ANPA Foundation.

Marcil will serve as a director for another year in his capacity as immediate-past chairman and president of ANPA.

The terms of 12 other directors do not expire this year. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York; Charles T. Brumback, president and chief executive officer of Chicago Tribune Co.; William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Estlow; Jacques-G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher of The Courier in Findlay, Ohio; Uzal H. Martz jr., president and publisher of the Pottsville (Pa.) Republican; Montgomery; James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp., Dallas; and George W. Wilson, publisher of the Concord(N.H.)Monitor.□

Jamaica's Seaga to address Convention

For the third year in a row, a head of government will address the ANPA Convention. Prime Minister Edward Philip George Seaga of Jamaica will speak at the 99th Annual ANPA Convention at the Fontainebleau Hilton in Miami Beach May 6-8.

Edward Seaga

Vernon A. Walters

Also joining the previously announced lineup of Convention speakers [presstime, Feb. 1985, p. 54] are Vernon A. Walters, U.S. ambassador-designate to the United Nations; Henry A. Kissinger, former U.S. secretary of state; and Peter V. Ueberroth, commissioner of baseball.

Henry A. Kissinger

Peter V. Ueberroth

Seaga will speak at the General Session on Latin America on Tuesday, May 7. (The heads of state who addressed the last two conventions were President Reagan in 1983 and then-Prime Minister Pierre Trudeau of Canada last year.)

Walters, a former U.S. ambassador, is tentatively scheduled to address the ANPA Luncheon on Wednesday.

Kissinger will speak at the ANPA Keynote Breakfast on Monday.

Ueberroth, who was president and chief executive officer of the Los Angeles Olympic Organizing Committee and is now commissioner of baseball, will speak at Tuesday's annual Associated Press luncheon. □

Directors readopt ANPA mission statement, objectives

The ANPA Board of Directors has reviewed and readopted the Association's existing mission statement and objectives. They are part of ANPA's strategic-planning process [presstime, April 1984, p. 76].

"The Directors, Officers, committees and staff now will use those objectives as guidelines for planning the Association's priorities, activities and budget for 1986," said ANPA Chairman and President Richard J.V. Johnson. "And we need member-newspaper executives who have suggestions for 1986 Association programs to submit those promptly to any of the Association's officers or committees."

As readopted by the Board, the ANPA's mission is: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

The objectives for carrying out the mission are:

- "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- "To represent the newspaper business in dealings with the government, the courts and others
- "To assist newspapers in enhancing their operating effectiveness
- "To widely disseminate information to and about the newspaper business
- "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

The strategic-planning schedule for 1986 has the following 1985 due dates:

- May 28—Committees and staff make general recommendations for possible new/amended strategies and actions for 1986 and forward them to the Executive Committee.
- June 10—Executive Committee reviews/ranks strategy and action recommendations and forwards them to the Board, committees and staff.
- Aug. 5—Committees and staff complete detailed strategies, actions, timetables and 1986 cost estimates.
- Aug. 27—Executive Committee receives/reviews/ranks the above and makes recommendations to the Board.
- Sept. 12—Board reviews, amends/approves the Executive Committee's recommendations and preliminary budget and forwards them to committees and staff for reaction.
- Nov. 6—Staff completes a 1986 draft budget based on the above.
- Nov. 12—Executive Committee reviews the draft budget and makes recommendations to the Board.
- Dec. 6—Board reviews/amends/adopts the 1986 budget. □

New member

CLARIN

Buenos Aires, Argentina (circulation 525,000). Ernestina Herrera de Noble, president and publisher. □

Association formally opposes agents' reporter impersonation

The ANPA Board of Directors has adopted a policy statement against government agents' posing as members of the press.

Approved by the Board at its Feb. 4-6 meeting, the statement is as follows:

"The American Newspaper Publishers Association believes that government agents should not pretend to be members of the working press or secretly join a news organization. Such impersonations undermine the newsgathering process because they create fear and suspicion among citizens who want and need to communicate sometimes in confidence to reporters whose duty it is to serve as watchdogs of the public interest."

The action was recommended by the ANPA Legal Affairs Committee in coordination with the ANPA Government Affairs Committee. It was prompted by several developments: legislation introduced in the senate during the last Congress to provide standards for Justice Department agents' posing as members of the media or infiltrating media organizations, new Internal Revenue Service guidelines for its agents on news media impersonation, and recent cases in which law enforcement officers misrepresented themselves as reporters [presstime, Oct. 1984, p. 16]. □

James succeeds Riley as assistant general counsel

Claudia M. James has been promoted to ANPA assistant general counsel.

She joined ANPA's legal staff in February 1983 after serving as legislative director to former Rep. Peter A. Peyser (D-N.Y.). Prior to that she practiced labor and administrative law with the Washington office of the New York City law firm Kirlin, Campbell & Keating.

A 1976 graduate of the Georgetown University Law Center, she received her bachelor's degree in government from Georgetown in 1973.

She succeeds Pamela J. Riley who resigned and plans to pursue her legal career in California. □

Industrial Engraving buys Easton property

The building in Easton, Pa., that housed ANPA's Research Institute has been sold to the Industrial Engraving Company of Easton for $350,000 cash. Industrial Engraving was a major supplier of photoengravings to the newspaper business. With the phase out of metal photoengraving, the company is now a major producer of computer components. Closing on the building is April 5.

ANPA in late 1983 consolidated its operations and moved its technical activities to The Newspaper Center in Reston. A Philippine newspaper company initially sought to purchase the Easton building but was unable to complete the purchase [presstime, May 1983, p. 65]. □

ANPA contributes to VDT education project

ANPA has contributed $20,000 to support the activities of a national coalition of manufacturers and users of video display terminals that will serve as a source of information on issues related to the use of the machines.

The ANPA Board of Directors approved the contribution at its February meeting.

There are about 15 associations and companies participating in the educational project, including IBM, AT&T, the American Insurance Association and the Air Transport Association. The as-yet-unnamed organization is expected to be located in either Washington, D.C. or New York City. □

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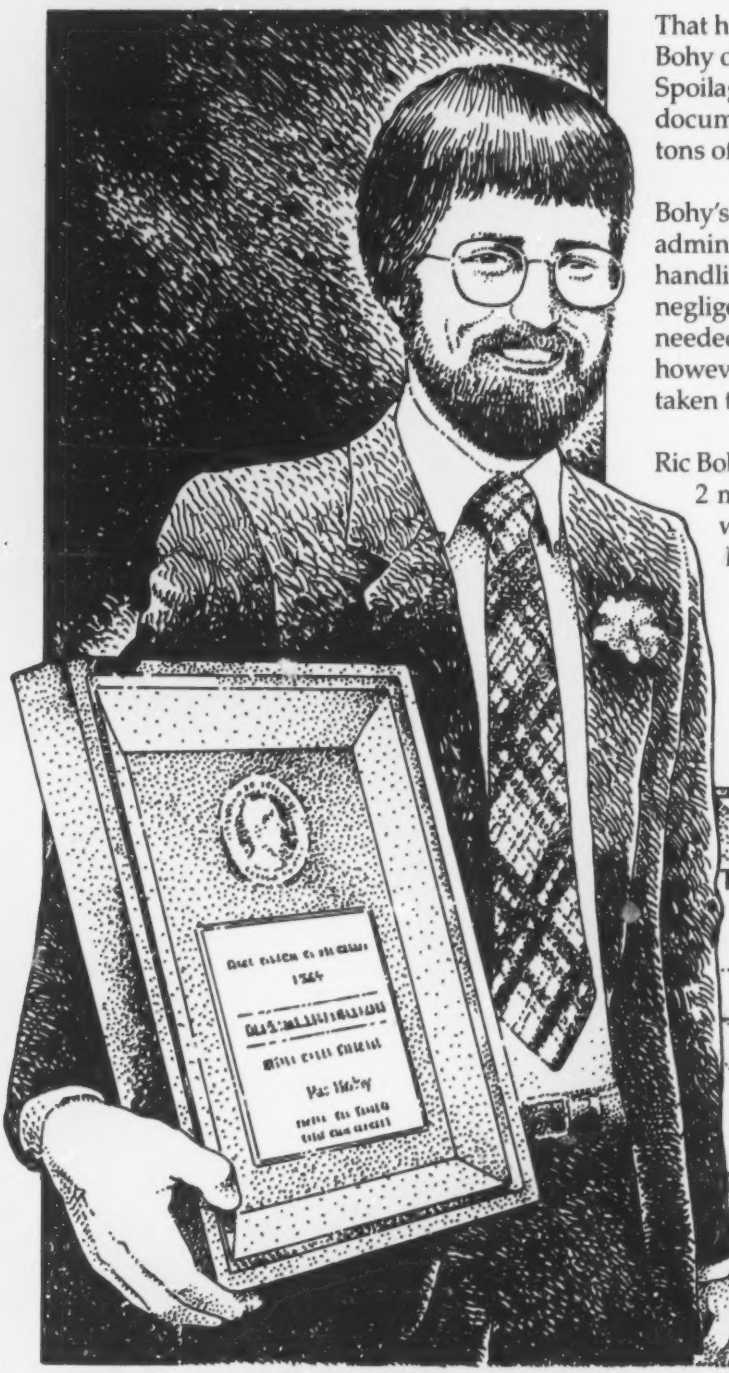

That honor was presented this year to Ric Bohy of The Detroit News for his story, "Food Spoilage," a seven-month long series that documented the loss or contamination of 284 tons of food for needy residents of Detroit.

Bohy's story didn't please people in the city administration who were responsible for handling the food — but then the city's negligence didn't please the people who needed the food either. The story did, however, expose the problem and steps were taken to correct it.

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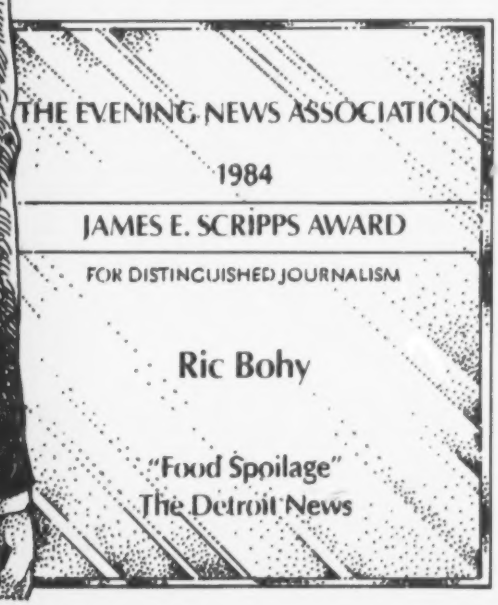

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presstime

INDEX VOLUME 7, NUMBER 4 APRIL 1985

Special Report *News organizations have been highly critical of the Reagan administration's information policies. The list of their complaints is a long one, ranging from the administration's attempts to weaken the Freedom of Information Act, to its exclusion of reporters from on-the-scene coverage of the initial phases of the Grenada invasion, to its requirement that government employees sign lifetime censorship agreements. Some news media representatives say this administration has been busier than most in trying to control the flow of information.* 14

Measuring up *Measuring and reporting newspaper advertising linage is Media Records' metier and has been for 57 years.* 6

Hot properties *If the current pace of acquisitions continues, 1985 could be the most active year for newspaper ownership changes since the late 1970s.* 10

Electronic photography *The technology to capture newspaper photographs on videotape instead of film might be as close as the nearest TV camera.* 13

Dial-a-lawyer *For newspapers in some states, answers to freedom-of-information questions are only as far away as a phone call to an FOI hotline.* 23

Instructing libel juries *Some media attorneys say a case can be made for expanded use of three-part libel jury instructions such as those in* Sharon v. Time. 24

Facsimile transmission *The technologies involved in electronically moving newspaper pages from site to site are continuing to evolve.* 26

Care and handling of preprints *To minimize problems handling inserts of varying sizes, some newspapers issue guidelines to advertisers.* 30

Profile: Loren Ghiglione *This small-town publisher and editor has assumed regional and national prominence in the industry.* 32

Essay: Making ends meet? *Educator Steve Nash calculated what a reporter's salary buys these days and concluded it's time to review pay schedules.* 33

Innovation in color separation *A Texas company has developed a new, low-cost method for making color separations of newspaper pages.* 52

Convention preview *Here's a look at the program planned for the 99th Annual ANPA Convention and a report on a revitalized Miami Beach.* 58

Information policies, p. 14
(Cover by Shirley Schainblatt.)

Acquisitions, p. 10

Facsimile transmission, p. 26

Advertising	47	Government affairs	34	'Shoe'	41
ANPA calendar	63	Letters	64	Speeches	Inside back cover
ANPA news	58	News-editorial	37	State and local	36
Books	46	News research	46	Technology	52
Chairman's corner	4	Newspaper business	54	Telecommunications	38
Education	44	Newsprint	56	Transportation	43
Employee relations	48	Postal affairs	42	World press	40

CHAIRMAN'S CORNER

ANPA's technical experts lead the drive for quality

In recent years, newspapers have faced many new competitors for our advertising business, both retail and national. The immediacy of newspaper advertising—its ability to react quickly to customer needs—has always been a cornerstone of our marketing efforts.

Newspapers now, as never before, are in a position to add quality reproduction to our arsenal of sales tools. Your ANPA, along with other industry groups, has made "quality" a major goal. And the effort is catching on.

Richard J. V. Johnson

Many vendors that supply the materials we use to produce our newspapers have instituted quality-assurance programs. Newsprint manufacturers are spending millions of dollars to upgrade their manufacturing processes in an effort to meet our needs for improved quality. Ink manufacturers are involved in projects with many ANPA newspapers in experiments with flexography, as well as improvements in offset and letterpress inks. Plate manufacturers have developed superior plates to take advantage of the new paper and ink technology.

The ANPA Technical Committee, under Walter Mattson, has a host of projects underway to help attain its major goal of quality reproduction. These include:

- Preparing a book on recommended quality standards for advertising materials, both for retail and national. This should be available soon.
- Preparing recommended quality-control standards for newspaper operations, which can be used by all newspapers of all sizes.
- Updating the ANPA color ink books, which will be available this fall.

We have asked the committee to go a step further—to take the lead in coordinating the efforts being made from all segments of our business to improve quality.

Plans are being made now to develop a series of seminars designed to bring together advertising agencies, material supply companies, retail advertisers and newspaper sales departments.

The seminars will focus on the new technologies and methods being used by today's modern newspapers in providing the best reproduction on a time-critical basis. There will be sessions on newspaper advertising color, the creative process in advertising agencies, production in the ad agencies, and materials preparation and the production process. This last session will examine the step-by-step processing of an ad through the newspaper production operation, with an explanation of what materials can best produce superior quality reproduction.

In addition to these programs, ANPA's technical experts are also available for on-site reproduction quality improvement assistance. A full report of these services to assist newspapers will be presented at next month's ANPA Convention in Miami Beach and at the June Operations Management Conference & Exposition in New Orleans.

Your newspapers should be represented. Now is the time.

Richard J. V. Johnson
Chairman and President

ANPA

presstime®

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MEDIA RECORDS *measures newspaper ads*

BY MARCIA RUTH
presstime staff writer

Just beyond the bustling traffic of Manhattan's garment district and a block from Madison Square Garden, about 20 mailbags of newspapers a day, flown in from cities all over the United States, are delivered to the office of Media Records.

There, rows of employees wielding metal rules and felt-tip pens hand count 40,000 newspaper ads a day, line-by-line, inch-by-inch.

Loaded into computers and published in two main formats—a "blue book" for newspapers and "green book" for advertisers—these tabulations form the basic statistical record for U.S. daily newspaper advertising. Similar data are compiled by other private firms for other media.

Media Records reports not only newspaper linage (now computed in inches of Standard Advertising Units), but also breaks it down by more than 650,000 products advertised in newspapers.

"It's a two-pronged affair," says Alvin Loberfeld, manager of marketing sales. "The reports are used by newspapers to go out and beat the bushes, to go out and get more advertisers." The other chief users, he says, are ad agencies, which consider Media Records information on competitive accounts "the bible" for determining sales strategy.

Newspapers contract individually for basic ad measurement. Currently, 211 newspapers in 75 markets have such contracts. Representing 65 percent of newspapers' national advertising revenue, these are the papers that are delivered to Media Records headquarters each day for measurement.

In addition to these measured papers, Media Records estimates advertising in an additional 50 markets, and so its published totals embrace about 80 percent of national expenditures in newspapers. All but eight of the top 50 markets have major papers subscribing, the exceptions being Memphis, New Orleans, Oklahoma City, Pittsburgh, Seattle, Kansas City, Mo., Norfolk, Va., and Portland, Ore.

All of the top 25 advertising agencies subscribe. Together, subscribing agencies represent 90 percent of newspapers' national advertising dollars.

While Media Records measures national advertising (and all automotive ads, including those that are sold locally), the company contracts with subscribing papers for various types of reporting on retail advertising.

For example, newspapers can get large retail store ads broken down by departments, such as ladies' shoes or men's shirts. Retail stores can be listed by category, such as beauty salons, or by the names of individual shops. Product categories can be general or as specific as Campbell's chicken noodle soup.

Current reports show whether ads are full-run or part-run, and whether they are inserts or run-of-paper. Media Records is considering adding information as to where the ads are located in the newspaper, such as in the sports or lifestyle sections.

Depending on the number of services contracted for and on the volume of advertising measured and processed, Media Records costs newspapers from $750 to $5,000 a month. Agencies, advertisers and others using the data pay according to the reports they purchase. Media Records also does customized reporting for individual clients, including newspapers in 13 markets not part of the regular measurement.

The privately owned company, started in 1928, has been owned since 1972 by its current chairman and chief executive officer, Thomas A. Wise. The company has a staff of 175 and does not divulge its annual budget.

Media Records data are provided to subscribers in printed reports or on magnetic tape. In three cities—New York, Hartford and Cleveland—the information is online and therefore available via computer. With the recent acquisition of an IBM System 38, Media Records is planning to increase computer availability to agencies and national advertisers, as well as newspapers. A recent survey of client newspapers showed 90 percent either have or are planning to get personal computers, so the company is also considering making selected data available on diskettes.

At Media Records' Manhattan headquarters are officials (from left) Loberfeld, Francz and Stephen Kunemund, vice president of operations.

Data use. Like other standardized measurements used by newspapers to attract more national advertising—such as SAUs® and the Simmons-Scarborough Newspaper Ratings Study—use of Media Records is voluntary. Most of the larger papers consider the central data

collection essential for tracking advertising accounts. A few consider it redundant with their own record-keeping systems.

Traditionally, Media Records data were used most in cities with competitive newspapers. The rise of one-paper cities (or those where papers are connected by joint operating agreements), plus the explosion of computerized record keeping, have led some to discount the need for centralized data.

"Everything they can do I can do instantly with computers," says Robert H. Schoenbacher, advertising director of The Oregonian in Portland, which left Media Records in 1983. "We're just skipping the middle man."

But for those papers that rely on Media Records extensively, the data are used in a variety of ways.

For example, at The Plain Dealer in Cleveland, advertising is compared, department by department, for the city's two major department stores as well as for national chains such as J.C. Penney and Sears. "We can really pinpoint where their advertising is, both historically and locally," says Advertising Director Alan Dant. The paper also uses the data to keep tabs on particular accounts in other cities, "to see if we're getting our share," he says.

Using Media Records just for competitive purposes with other newspapers was "the old-fashioned way to do business," says Dant. Now all media want a share, "not just newspapers."

Moreover, it was The Plain Dealer's increasing use of on-line research that led to, rather than detracted from, its reliance on Media Records. "We got used to using it," he says.

Some newspapers have moved in and out of Media Records subscriptions, depending on shifts in their own markets or changes in Media Records' procedures.

For example, the Fort Lauderdale (Fla.) News and Sun-Sentinel dropped Media Records in June 1982 after several South Florida papers reduced their participation in the program, thus making the "exchange of reports much less useful," explains Research Manager James E. Smith. The News and Sun-Sentinel resumed measurement in July 1984 when Media Records offered an increasingly specialized service that met their specific requirements "without paying for a level of service we didn't need," he says.

From time to time papers have expressed dissatisfaction with Media Records when specific disputes erupt in competitive markets, particularly over counting full- or part-run ads.

To deal with newspapers' different ways of classifying and distributing ads, Media Records establishes uniform measurement criteria, which inevitably do not coincide with the record-keeping practices of all newspapers. In the full- or part-run situation, for example, Media Records determines that "the preprint is full run if it has been distributed within the retail trading zone area . . . anything less . . . will make it part-run advertising," according to President Karl Francz.

Newspapers contract individually for basic advertising measurement. Currently, 211 newspapers in 75 markets have such contracts. They represent 65 percent of newspapers' national advertising revenue.

Data needs. Although Media Records covers a substantial number of markets, some newspaper executives say statistics should be industry-wide.

"There is an urgent need for a barometric measurement on an all-inclusive basis all across the land," says Leo Kubiet, advertising director of the St. Petersburg Times and Evening Independent, which has not subscribed to Media Records since 1983. A former president of the International Newspaper Advertising and Marketing Executives, Kubiet has urged industry groups such as the Newspaper Advertising Bureau and INAME to encourage formation of an industry-wide system. "Who or how or when that is going to get done is elusive because no one has come to the forefront," says Kubiet.

In early-to-mid-1970s, when there was widespread dissatisfaction with Media Records, NAB and others looked into providing such data.

The dissatisfaction followed the sale of the company in 1971 to a small firm, Rome Research. Wise, who took control of the parent company, renamed American Fulfillment Corp., the following year, describes the situation in 1971 as "a case of a mouse trying to take over an elephant." Subscriptions tumbled as reports became late and unreliable.

Wise shepherded the firm through another shaky period in the mid-'70s when it had difficulty getting credit to expand computerization.

The number of newspapers subscribing to the basic Media Records service and the number of markets they represent have increased since the doldrums of the mid-'70s, but both figures have leveled off the past five years. For example, there were 183 newspaper subscribers in 1975; by 1980 that had jumped to 218; but since then it has dipped to the current 211. Similarly, the number of markets rose from 59 in 1975 to 77 in 1980, but then dipped to the present 75.

Media Records has now "overcome" its difficulties, and "there are no plans afoot" for NAB to step into the field, says Leo Bogart, NAB executive vice president and general manager. "There is certainly no question in my mind they (Media Records) perform an essential and valuable service."

In Canada, the Canadian Daily Newspaper Association handles compilation of linage figures for a monthly report, but product measurement is left to individual papers' contracts with private companies. In addition, Media Records measures the Toronto market for one of the Toronto papers.

The INAME Measurements Committee is currently looking at what happens to papers that do not use Media Records. "If the information isn't available to the agency world, does it cause papers who are not measured to lose business?" asks committee Chairman Raymond A. Cyrgalis, advertising director of the New York Daily News. "We don't know that."

From the agency point of view, newspapers that perceive cost savings from dropping the service are being shortsighted, says Jack Cohen, who chairs the Measurement Subcommittee of the American Association of Advertising Agencies. "Their feeling is they may not need it. My feeling is they may not realize they need it," says Cohen, vice president and director of newspaper and outdoor media buying for Doyle Dane Bernbach.

When determining where to place ads, "if we can't find out what a paper carried, we might not recommend (an advertiser) use that medium," says Cohen. Media Records "lends a certain aura of validation" which data provided by individual papers do not have, he says. "You can call up a paper and ask, 'How much did so and so run?' but you don't put the same credibility into that (answer)." □

Members of the *Fort Lauderdale News Sun Sentinel* production staff give the "thumbs-up" during testing trials of their JOURNALFLEX units at the WIFI plant in Ettlingen/Ch, West Germany. They are pictured by a 2-color and 4-color unit which successfully printed black spot and process color at a sustained speed of 73,000 papers per hour.

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All of us have long believed that Flexo could be the dominating force in newspaper printing. However, we also realize that Flexo, as a complete system, must be proven before this could ever happen. After nearly 4 years of development and an estimated $40 million spent industry-wide, the time has come for some hard fact answers.

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4. PUBLISHERS EQUIPMENT CORPORATION

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5. W. R. GRACE & CO. LETTERFLEX SYSTEMS DIVISION

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6. INCORPORATED

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7. J.M. HUBER CORPORATION

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Buy Buy Buy

Newspaper sales in 1985 could be the most active since the surge of late '70s.

BY BARBARA J. FRIEDMAN
presstime staff writer

About the time in February when Gannett Co. was grabbing headlines with its purchase of the Des Moines Register, halfway across the United States another family-owned newspaper was being quietly sold.

The Evening Herald in Rock Hill, S.C., was passing from one family to another. The heirs of Talbot Patrick had decided to sell to the Daniels family, owners of The News and Observer Publishing Co. based in Raleigh, N.C.

Sales of the South Carolina and Iowa papers are among 16 completed or in-process purchases of daily U.S. newspapers in the first quarter of 1985.

If that pace continues, and there are indications it will, 1985 could become the most active year for newspaper ownership changes since the record-breaking years of the late 1970s.

The Herald and Register are miles apart in geography, resources and reputation, but they share a trait prized among buyers: Both have a strong lock on the local franchise for print news. Such newspapers, particularly in the Sun Belt, remain the prize in the competition for U.S. dailies.

And there are eight to 10 more family-owned dailies for sale right now, according to Douglas H. McCorkindale, Gannett's chief financial officer. His company will be bidding on most of them, he says.

No matter who wins those bidding wars, the outcome is unlikely to match the frenetic first quarter in the communications business.

Gannett's Jan. 31-announced $200-million purchase of the Register and the three other Des Moines Register & Tribune Co. papers—including the daily in Jackson, Tenn.—was blockbuster news. But it paled next to the March 18 announcement of Capital Cities Communications Inc.'s $3.5 billion acquisition of the American Broadcasting Cos. (See story, p. 11.)

Then, less than a week later, press magnate K. Rupert Murdoch announced he is buying half of the firm controlling Twentieth Century Fox Film Corp.

While the three buys captured the most headlines, developments regarding newspaper ownership have been plentiful.

For example, top executives and other investors have begun an attempt to take Multimedia Inc. private through a leveraged buyout. The companies' properties include 13 dailies and 30 weeklies.

And in mid-March, The Washington Post Co. bought a dissident stockholder's 17-percent stake in Cowles Media Co. of Minneapolis—an entree into a family-controlled company that has taken steps to protect itself from a takeover. The same family—heirs of Gardner Cowles—is liquidating the Register & Tribune Co.

No one questioned by presstime could recall an unfriendly takeover of a newspaper company. Newspaper acquisitions tend to move on a track apart from the sprees of corporate attacks and defenses that have enlivened the days of executives in oil and steel.

The reason, many say, is that newspapers are valued for their people and franchise rather than physical assets that can be precisely valued and sold. Acquisitions in the newspaper business usually occur at a steadier pace in a more neutral atmosphere than in many industries. The starting points for deals remain ever-present demand and a dwindling supply of available dailies.

However, falling interest rates and an enduring recovery have given buyers access to substantial cash, making financing easier, observers say. Meanwhile, improved earnings have had the interesting, double-edged effect of encouraging sellers to raise prices while making those prices more acceptable to buyers.

Fading independents. After a surge of acquisitiveness in the late 1970s, the number of U.S. dailies changing hands began tapering. Still, only once in this decade—in 1983—has the number dropped below 40 newspapers.

In recent years, Donrey Media Group, Thomson Newspapers Inc., Park Communications Inc. and The Hearst Corp. have been among the biggest buyers.

At the end of last year, 543 independent dailies were left in the United States—15 fewer than in 1983, according to the bro-

Publisher Wayne Patrick of The Evening Herald in Rock Hill, S.C., which was recently acquired by a North Carolina newspaper family

Higher prices are making the going rough for companies on the acquisition trail. But lower interest rates and hefty cash flows at firms looking to buy may be smoothing some of the biggest bumps.

kerage firm Lynch, Jones & Ryan in Washington, D.C. The number of group-owned dailies remained 1,169. But groups accounted for an even larger share of daily circulation –rising during 1984 from 77.4 to 78 percent.

Continuing a trend, newspaper groups—defined as ownership of two or more dailies—were sellers as well as buyers. In 1984, the number of newspaper groups actually dropped from 160 to 155, the first change in the figures in three years. The net drop reflects the birth of five newspaper groups and the demise of 10. Groups such as Gillett Group Inc. and Jefferson Pilot Publications Inc. disappeared.

In 1985's first quarter, group-to-group sales included the Register & Tribune Co. newspapers to Gannett, which had not bought a paper since June 1982, and the three dailies of the Washington, D.C.-based Public Welfare Foundation. Additionally, The New York Times Co., which bought no newspapers last year, purchased the Santa Rosa (Calif.) Press-Democrat.

Also this year, Rosslyn, Va.-based Gannett has agreed to pay CBS Inc. a net price of $38.5 million for Family Weekly, a Sunday newspaper magazine with 12.8 million circulation [presstime, March 1985, p. 68], and has bought an outdoor advertising firm in Chicago. The outlay (including the Register & Tribune papers) will total about $250 million, Chief Financial Officer McCorkindale says.

Park Communications, which has headquarters in Ithaca, N.Y., will be among those intensifying the search for acquisitions this year, according to company chairman Roy H. Park. The company bought three newspapers in 1984—a slight drop from its habit of buying one daily per quarter [presstime, Nov. 1983, p. 6].

"We are going to step up our acquisition program later this year," Park says. "We have arranged for us a substantial credit line with our two banks. . . . We are looking" for 20,000 to 40,000-circulation dailies, and "we would like to get back on track."

Rising prices. As companies make their way down the acquisition trail, they are finding prices that make the going rough.

Park says prices "are quite high." But he adds, "Most of us have had a pretty good 1984," and "we all realize that there are not too many (dailies) left out there."

In 1985, the slower but durable economic expansion in the United States makes acquisitions easier, says J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

After a prosperous year, many targets and acquirers still anticipate reasonable growth—a situation that, he says, translates into continued good cash flow for both sides. The cash has helped potential acquirers trim debt, leaving them in a position to finance new deals.

Mega-merger fallout coming

Capital Cities Communications Inc.'s acquisition of the American Broadcasting Cos. makes it "pretty much inevitable" that The Daily Register of Red Bank, N.J., will be sold, according to the Capital Cities president.

The reason for the probable sale, said President and Chief Operating Officer Daniel B. Burke, would be to comply with Federal Communications Commission rules limiting cross-ownership of media.

Red Bank is within the viewing area of ABC's New York City station.

Capital Cities also owns The Oakland Press of Pontiac, Mich., a suburb of Detroit, and ABC owns a television station in Detroit. Burke said no decision has been made concerning those properties.

The ABC acquisition, already approved by the companies' directors, is worth $3.5 billion in cash and warrants (long-term stock options) to ABC stockholders, who must still approve the deal. The purchase must also be approved by Capital Cities shareholders and government regulators. The new company will be known as Capital Cities/ABC Inc.

While the acquisition will mean the new company will be carrying debt estimated to be around $2 billion, Burke does not expect the load to preclude newspaper acquisitions over the long term. But he said that in the next year, it is "highly unlikely" the company will buy any newspapers. The company last bought a newspaper in 1982.

In 1984, broadcasting supplied 29 percent of Capital Cities' revenues and 51 percent of operating income. The comparable figures for the Publishing Division were 63 percent of revenues and 48 percent of operating income.

Last year, Capital Cities had revenues of $939.7 million and a profit of $135.2 million, excluding an extraordinary gain of $7.6 million. ABC had revenues of $3.71 billion and a profit of $195.3 million.

Capital Cities' other daily newspapers are the Kansas City (Mo.) Star, The Kansas City Times, the Fort Worth Star-Telegram, The Times Leader of Wilkes-Barre, Pa., the News-Democrat of Belleville, Ill., the Albany (Ore.) Democrat-Herald, and The Daily Tidings of Ashland, Ore. The company also owns nine weeklies.

The Capital Cities Publishing Division also includes 35 business and specialized publications, including Fairchild Publications, which publishes Women's Wear Daily. In addition, Capital Cities operates seven TV stations, 12 radio stations and 55 cable TV systems.

ABC's major business segments are broadcasting, which supplied 89 percent of last year's revenue, publishing—which includes speciality magazines and books—and motion-picture and video enterprises.

Media analysts John Morton of Lynch, Ryan and Jones, and J. Kendrick Noble, a media analyst at PaineWebber Inc., said they do not expect to see any newspapers sold to help finance the acquisition.

Financing will come from a mix of debt, cash raised by selling other assets and $517 million from Berkshire Hathaway Inc., a diversified holding company headed by Warren E. Buffett.

Berkshire Hathaway will receive common stock, and Buffett will become a director of the combined company after the acquisition is completed.

The large debt of the combined company, given its size and "very high cash flow," should not preclude future newspaper acquisitions, Noble said.

And good recent performances by many dailies—often evaluated in terms of cash flow—has made the prices seem more reasonable to buyers, Noble says. The upshot is more agreement on each side about what he calls "fairness prices."

Also, lower interest rates make it easier for the acquiring company to finance higher prices, Noble says.

But buyers always seem to be waiting, money in hand, no matter how the high interest rates, no matter what the stock market—a prime factor in some acquisitions—is doing.

Fred W. Smith, executive vice president Las Vegas-based Donrey Media, says his company was just as active when interest rates were high. While Donrey has holdings as diverse as cellular radio and fish hatcheries, "when a good newspaper comes along," the company is ready to buy, Smith says.

Joseph Fuchs, vice president of the brokerage firm Kidder Peabody & Co., says there is "a lot of happenstance" in buying and selling newspapers. Even very sophisticated bidders make significantly different offers. The range, he says, is a reflection of the values people bring to the table and a "function of how people perceive the economics of the marketplace and what they can do with that newspaper."

"A lot of rules of thumb exist," Fuchs says, and they "are just opening gambits to see what you can do." For instance, in the bidding war for the Register & Tribune, Dow Jones & Co. made the initial offer—$120 million for the entire company, including broadcast properties. Gannett had to top that bid by more than 65 percent just to acquire the company's newspapers.

Some people who lost out in Des Moines might say Gannett overpaid, Fuchs says. But his view is, "Only time will tell." Gannett is often accused of overpaying, Fuchs says, but it manages to maintain a record of return on equity and an earnings growth rate higher than the industry average.

McCorkindale says Gannett is paying two and a half times revenues for the Register and Jackson Sun compared to 60 percent of revenues for Family Weekly. He calls the Des Moines purchase price "solid but not as (relatively) high as prices paid for some smaller papers, especially in the Sun Belt."

McCorkindale says the company had not bought a newspaper since the summer of 1982 because "nothing was for sale at a price we thought reasonable along the way." Although USA Today—the national daily that Gannett began rolling out in September of that year—has continued to absorb substantial amounts of capital and energy, McCorkindale says its needs were not a factor in Gannett's two and a half year lull in newspaper acquisitions.

Some newspapers are being sold by auction, a far cry from the days when buyers and sellers negotiated across a table. Some say the rules for acquiring newspapers may have changed.

While the company looks at long-term interest rates when pricing a newspaper, Gannett has sold commercial paper—a form of relatively cheap, short-term debt—at about 8.5 percent to help finance recent purchases, he says.

Also, the increased market value of Gannett stock combined with a Federal Communications Commission rule change lays the groundwork for a new round of acquisitions, McCorkindale says. Effective April 2, the FCC has raised the number of television stations one company can own from seven—the number Gannett now has—to 12.

Gannett can consider buying diversified media companies, and even talk of acquiring CBS, NBC or Cox Communications is not out of the question, McCorkindale told a December meeting of company executives. (He says now those comments were made just to indicate Gannett's financial strength, and the companies mentioned are "not serious possibilities" for acquisitions.)

Knight-Ridder Newspapers Inc. has taken an even longer furlough from buying newspapers than Gannett. The Miami-based company has not bought one since 1980.

Knight-Ridder chose not to participate in the Des Moines bidding, says Frank N. Hawkins Jr., vice president and director for corporate relations.

Des Moines is not a growth area, he says, and "we thought the price that was paid was fairly high." Five years ago, that price "would have been literally unthinkable," he says.

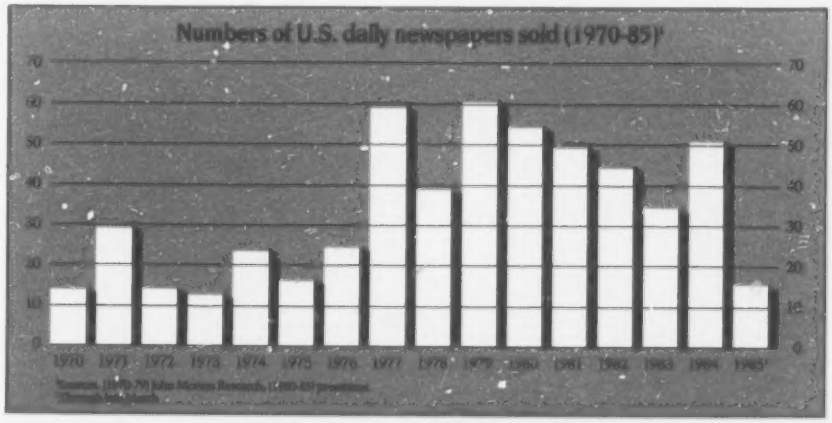
While Knight-Ridder would like to acquire newspapers in the 100,000 to 200,000 circulation range, nothing has come along at "a price reasonable for our shareholders," Hawkins says.

In the meantime, the company has invested in its videotex operation—Viewtron—and is, Hawkins says, interested in more diversification.

The direction of expansion at Knight-Ridder and other companies may be swayed by changes in the newspaper marketplace.

In the last 10 or 15 years, Hawkins says, "a lot of newspapers changed hands because the owners knew each other." The papers were "sold on an old-boy basis. . . . It seems only recently that public bidding has become a feature—that newspapers are just being sold on the auction block somewhat cold bloodedly" to the highest bidder.

Winner-take-all auctions suggest "there has been a change in the rules," Hawkins says. "We'll just have to wait and see what happens the next time around." □



THE ELECTRONIC CAMERA

TV technology could be adapted to produce newspaper photos

BY WILLIAM D. RINEHART

Both silver photography and the halftone screen process are over 100 years old, yet they remain the principal method of handling photographs in the newspaper business. This despite the fact that most other areas of newspaper production have moved into the "Star Wars" electronic age. In fact, one of the principal problem areas for newspapers that are experimenting with pagination is the conversion of screened Velox pictures and camera-ready advertising into digital data for computer storage and the replication of the material on film or plates.

There are also many other inherent problems with our conventional photographic systems.

It is costly and time-consuming to transport exposed film back to the newspaper photo lab for developing and printing. Much time is lost before the picture editor can see the photos and make a selection. The picture then has to be printed, sized and screened before it can go into paste-up or, in rare instances, into the pagination process.

Although there have been some improvements in photo processing equipment, such as automatic processors and electronic screening devices, they haven't eliminated much of the time or cost associated with photographic operations.

In the late 1960s, Bell Laboratories invented a "charge-coupled device"—an electronic chip capable of recording images electronically. In the early 1970s, ANPA built and demonstrated a CCD camera in an attempt to try to have electronic companies develop CCD news photographic cameras.

More recently, Sony has demonstrated CCD cameras. And at the annual ANPA trade show in 1980, live demonstrations were conducted using CCD cameras made for National Geographic magazine [presstime, July 1980, p. 9].

However, to develop fully CCD electronic newspaper photo technology would require considerable expenditures that may outweigh potential benefits. Final development would take many years.

Closer at hand, perhaps in five to 10 years, will be the adaption of TV cameras to newspaper photography. High-resolution TV cameras already have been developed, offering great potential to replace conventional newspaper photography at reasonable cost.

There would be many advantages to using TV systems.

At a fire or a football game, for example, the photographer could record highlights by activating the camera for short bursts of a few seconds each. The pictures could be sent back instantaneously to the newspaper, using microwave-equipped vans. The pictures could be stored on low-cost videotape recorders and viewed instantly by the picture editor on a high-resolution TV monitor. The photo editor would have a greater number of pictures from which to choose.

After the selection process, the tape-stored signal could be converted into a Velox screened print in a matter of seconds, or the picture could be transferred to computer storage for full-page make-up if the newspaper had pagination.

Color pictures could also be processed easily. TV cameras provide a color-separated signal. This signal would pass into a computer that would adjust the color balance so that a quality color picture could be printed with standard newspaper process-color inks. The output would be a set of four separations ready for platemaking.

The missing part of this Star Wars scenario is the hard-copy picture generator which, when fed the TV signal, would produce screened Veloxes or film. However, the basic technology needed to develop such a device is already in use at newspapers. Color separators and Autokon cameras read continuous-tone photographs electronically and produce a high-quality screened Velox or negative.

In the case of television, the horizontal signal is continuous tone. This signal would be sampled electronically to generate the proper size halftone dot needed for printing. The vertical TV plane is made up of horizontal scan lines so that in the vertical plane, the picture is already, in a sense, screened. However, in high-resolution TV, this is a fine scan that would not be discernible in a final print of the picture of 6 inches by 8 inches or less. The end result should be a 65- or 85-line, high-quality reproduction.

One of the principal reasons conversion of TV photographs is so attractive is the fact that the bulk of the equipment needed—TV cameras, videotape recorders, TV sets for viewing and TV mobile microwave transmission vans—is already in widespread use and not very expensive.

ANPA, in cooperation with a small electronics company, has printed pictures that came from TV cameras and were converted electronically into digital form. The results were very poor quality, but the experiment did prove the technical feasibility of TV-signal conversion. ANPA also has been contacting major electronics companies in an effort to establish a cooperative research program and to point out the potential newspaper market if the concept is fully developed.

If such technology is developed, newspapers could eliminate much of the time involved from the time photos are taken to their delivery to the newsrooms. Much waste of photo film and paper also would be eliminated. The photographer of tomorrow could well be equipped with a TV camera feeding a reusable videotape or connected to a microwave transmitter sending pictures to the newsroom instantaneously. Likewise, the wire-service picture service of tomorrow could well be sending pictures via satellite directly to a videotape recorder in the newsroom in a fraction of a second. □

Rinehart is ANPA vice president/technical.

Using television cameras would mean an end to newspaper darkrooms and would help smooth the way toward pagination.

REAGAN ADMINISTRATION INFORMATION POLICIES

All Presidents have shown a desire to restrict access to information. But many press groups insist that Ronald Reagan and his administration have been unusually active in this area. And concern is growing about the implications of another term of restrictive policies.

BY MARGARET GENOVESE
presstime staff writer

The Justice Department seeks to weaken the Freedom of Information Act.

The Defense Department clamps a lid on release of unclassified information.

The CIA prepares legislation to criminalize the disclosure of classified information to reporters.

The President directs more than 100,000 federal workers to sign lifetime censorship contracts.

The press is excluded from on-the-scene coverage of U.S. troops landing on Grenada.

What do they add up to?

"All in all, I think we are faced with an administration that is quite uncomfortable with a free flow of information," says Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., and chairman of the First Amendment/Freedom of Information working group of the ANPA Government Affairs Committee.

Dom Bonafede, senior contributing editor of National Journal, a weekly magazine that covers the federal government, goes even farther. The administration of Ronald Reagan, the "Great Communicator," is, he says, "more repressive against the free flow of information than any other administration of recent times."

Even some of the staunchest Reagan supporters among the press are critical of the administration's information policies.

The Enterprise, a 13,000-circulation daily in Simi Valley and Morepark, Calif., twice endorsed Ronald Reagan for President. Says Editor and Publisher Wayne Lee: "He is a hell of a lot better than Jimmy Carter was or Walter Mondale would have been." But when it comes to access to government information, Lee rates the Reagan record as "deplorable."

"And, frankly," he adds, "I don't understand it for a fellow who keeps talking about freedom and the fact that much of (this country's) freedom rests on the free access to information."

Although the press may seem to be acting in concert in criticizing the administration's information policies, not every initiative draws unanimous condemnation.

For instance, at least one press group opposed the Reagan administration's policy of notifying a business when it becomes the subject of an FOIA request; others have not. When the press was barred from coverage of the first two and a half days of the October 1983 invasion of Grenada, most news organizations protested vehemently; but some like The Richmond (Va.) Times-Dispatch sprang to the administration's defense.

In fact, there have always been some divisions in the media ranks. To cite one example: In 1974, ANPA did not join other press organizations in urging Congress to override a presidential veto of amendments to strengthen the FOIA, but instead it urged the adoption of compromise language suggested by President Gerald R. Ford.

However, among press groups today, there is widespread and growing concern about the prospect of four more years of

The Nation's Capital became a less open city after the Reagan administration took up residence, press groups charge. Robert Llewellyn/UNIPHOTO

restrictive information policies. Tony Mauro, immediate-past chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi, is one who doubts the access-to-information situation will improve during the second Reagan term, especially because the re-elected President does not have to face the voters again.

Observes Mauro, who covers the news media and the law for Gannett News Service: "Every president, to some extent, tries to batten down the hatches. . . . It seems to go with the office. But Reagan has elevated it to an art form."

Some wonder whether the nature of information flow in the United States might be altered for decades to come by two consecutive presidential terms in which the general attitude was one of withholding, not disclosing.

Responding to a litany of press complaints, President Reagan's chief spokesman told presstime the administration did not come into office with a plan to restrict information. "Never did we set out a grand design that we were going to dry up information or funnel information," says Deputy Press Secretary Larry M. Speakes. (See story, p. 22.)

But concern among media groups is so great that some are considering going on the offensive. SPJ,SDX, for example, is working with a congressional subcommittee on a draft FOIA *improvements* bill. "If the agenda is always defined by the administration, then you are always reacting defensively," says Bruce W. Sanford, SPJ,SDX First Amendment counsel.

Not the first. As critics of the Reagan administration information policies concede—and administration supporters point out—there is nothing new in the desire of Presidents to restrict access to government information.

At the Constitutional Convention in 1787, two years before he became President, George Washington took the assemblage to task for not being more careful about safeguarding state secrets.

"Gentlemen," Washington said, "I am sorry to find that some one member of this body has been so neglectful of the secrets of this convention as to drop in the State House a copy of their proceedings, which by accident was picked up and delivered to me this morning. I must entreat, gentlemen, to be more careful, lest our transactions get into the newspapers and disturb public response by premature speculations."

In more recent times:

- Harry S Truman extended almost government-wide the authority to classify information—something that had been limited to the Defense and State departments.
- Dwight D. Eisenhower withheld information from Congress on the basis of executive privilege.
- John F. Kennedy was accused of "muzzling the military" by requiring a Pentagon press representative to be present when a reporter interviewed a Defense Department official.
- Lyndon B. Johnson tried unsuccessfully to get the Freedom of Information Act killed in Congress.
- Richard M. Nixon claimed executive privilege as one of

Special Report

The Defense Department barred the news media from initial coverage of the Grenada invasion and released its own photographs of the action.

the bases for withholding information from Watergate investigators.

• Gerald Ford vetoed the amendments to strengthen the FOIA.

• Jimmy Carter's Justice Department prepared a package of amendments that would have weakened the FOIA.

"All Presidents have a tendency to restrict the disclosure of damaging information," says historian and presidential biographer James MacGregor Burns. "Quite obviously, the question is how much they do."

For example, says Burns, during the administration of President Franklin D. Roosevelt, there was "a tremendous effort to educate and inform the American people. And since Mr. Reagan likes to compare himself with Roosevelt, I think FDR still has a lot to teach Ronald Reagan."

A Washington, D.C.-based longtime battler for a free flow of information, attorney Richard M. Schmidt Jr., observes that "no government 'loves' a free press, and that includes our government. They, at best, tolerate a free press."

But the Reagan administration, compared with the four previous ones he has observed at close range, has "been busier in more areas in its attempts to control the flow of information to the public, and seems to have done that with more public acceptance, than previous administrations," says Schmidt, who is general counsel of the American Society of Newspaper Editors.

Media attorney, Floyd Abrams of New York City, says flatly that when the Reagan administration's information policies are viewed in their entirety, the picture is not a pretty one.

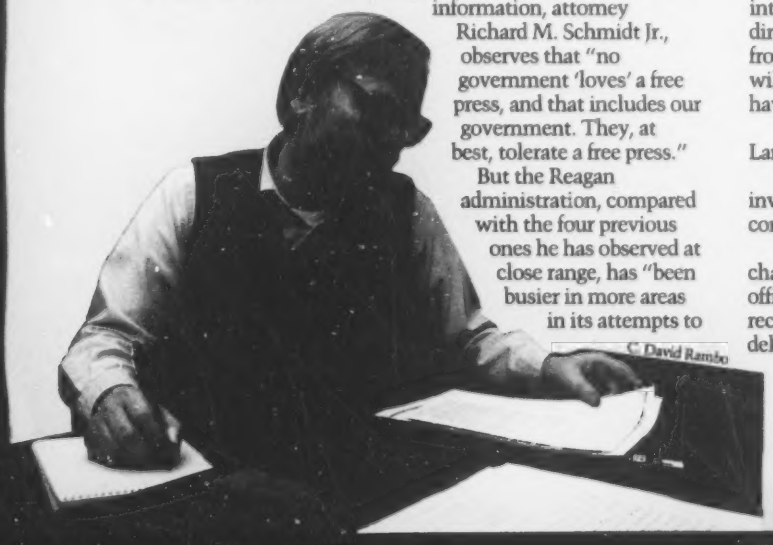
On the whole, says Abrams, the policies are "restrictive," are "based on the assumption that information doesn't much matter except for the potential harm it can do," and follow an approach "which is extremely hostile to the notion of taking any sort of risks for the greater gain of a more informed public."

The Reporters Committee for Freedom of the Press recently issued a report chronicling 51 "actions by the Reagan administration and its legislative supporters aimed at restricting public and media access to government information and intruding on editorial freedom." Says Jack C. Landau, executive director: "If you are trying to find a synthesis, it all starts from the same intellectual basis: 'We own it (information) and we will decide if it is in the public interest (for the public) to have it.'"

"The most grotesque example of it was Grenada," says Landau. "They claimed they owned the war. . . ."

The exclusion of the news media from the initial stages of the invasion is perhaps the most dramatic example of information control exerted by the Reagan administration.

The outcry from the press led General John W. Vessey Jr., chairman of the Joint Chiefs of Staff, to create a panel of military officers, former journalists and journalism educators to make recommendations on military-press policy. As a result of its deliberations, the Pentagon says it is forming a standing



C. David Rambo

Norrgard examines legal papers regarding his fee-waiver challenge.

contingency "pool" of reporters which could accompany the military into future surprise operations [presstime, Nov. 1984, p. 38].

Assaults on the FOIA. While that skirmish has ended in at least a partial victory for press-government cooperation, a battle that could be more important in the long term still is being fought over the Freedom of Information Act.

Enacted in 1966, and bolstered by strengthening amendments enacted by Congress in 1974 over President Ford's veto, the FOIA essentially requires the federal bureaucracy to make information available to the public, with certain exceptions. It is the tool that allows the public and the press to tap into the federal government's vast reservoir of information.

Critics say that from the outset the Reagan administration has been attempting to slow the flow down the FOIA spillway.

Under FOIA, all information is presumed to be open except information fitting nine exemptions. In these cases, FOIA allows agencies to withhold information, but it does not *mandate* it.

"Every President, to some extent, tries to batten down the hatches," says Tony Mauro of SPJ,SDX. "Reagan has elevated it to an art form."

In the Carter administration, the Justice Department said it would defend an agency's decision not to withhold records only when release would be "demonstrably harmful" to the government. This policy would apply even to documents fitting one of the act's exemptions.

In April 1981, three months after taking office, then-Attorney General William French Smith rescinded that policy.

The Reagan administration's substitute policy does not encourage agencies to violate the law by withholding non-exempt information; but neither does it encourage agencies to disclose information that they have the discretion to release, observes Deborah Drosnin, editor of Access Reports/Freedom of Information, a newsletter that follows FOIA issues. "It seemed to be sending a signal to them: Don't go beyond the law," she says.

Six months after implementing this new policy, the Reagan administration unveiled its legislative proposal to amend the FOIA. Among other things, the proposal called for broadening four of the act's nine exemptions and adding two others. The administration said the proposal, which it termed "very modified and limited," was aimed at helping law enforcement, protecting businesses' proprietary information and safeguarding personal privacy.

Press organizations, though, labeled it a full-scale assault on the law. And they still do.

"The administration aims its so-called reforms at what it thinks are abuses of the FOIA, but in so doing has cut a broad swath through the public's and press's right to know," says Tonda F. Rush, ANPA counsel/government affairs.

"For example, the Justice Department says it receives requests for federal records from organized crime figures, but rather than looking to the law's exemptions for sensitive law enforcement material, it proposes to simply put all organized crime records under seal for eight years," Rush says. "The result would be less information about such headline stories as Abscam, Jimmy

They're fighting FOI battles in Canada, too

Efforts to control the flow of government information have been made in Canada, too.

The government of Prime Minister Brian Mulroney began last year with a preoccupation with secrecy, according to some Canadian journalists, although they say the situation has eased.

Last November, employees of the Ministry of External Affairs were directed to funnel all press inquiries through the ministry's press secretary. They even were warned about discussing government business if they should encounter a member of the news media in a social setting.

This action followed a spate of press reports quoting sources within the ministry—the equivalent of the U.S. State Department—speculating that certain embassies would be closed for budget reasons.

Several weeks later, that directive was replaced by government-wide guidelines.

Those guidelines advise public servants to speak to members of the media only on the record, for attribution by name, and to confine their answers to matters of fact, not speculation. Off-the-record briefings are permitted only in "exceptional" circumstances and only with the prior approval of a cabinet minister.

Although the for-the-record edict is still in effect, external affairs employees gradually have returned to their "longstanding" practices in dealing with the media, says Sean Brady, the official spokesman for the Ministry of External Affairs.

Edison Stewart, a reporter for the Canadian Press in Ottawa, agrees that there has been some relaxation in government-press relations. "There doesn't seem to be the preoccupation of secrecy that there was, but they are not going around leaking documents, either," he says.

The guidelines have not been all bad for the press. Stewart says he has used them to remind government sources that they are supposed to answer questions of fact.

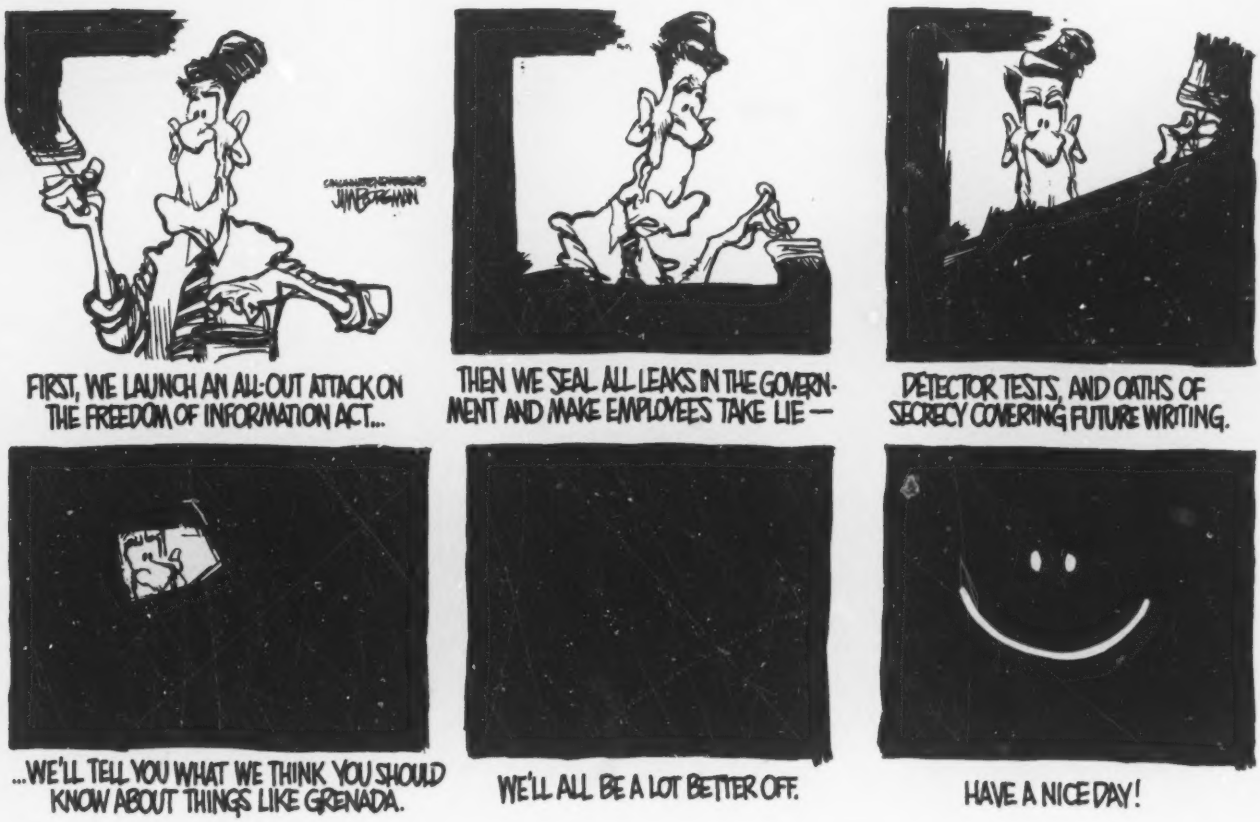
Patrick Nagle, parliamentary reporter for Southam News, attributes the restrictions to the new government's being "an absolute rookie," starting with Mulroney, who served only one year in Parliament before his election last September.

Meanwhile, Canada's new Access to Information Act, comparable to the U.S. Freedom of Information Act, has been plagued by delays in processing complaints about denied requests.

In February, two assistant information commissioners were appointed to try to speed up the decision-making process.

Information Commissioner Inger Hansen says she requested the assistance to help the press get quicker responses and to have a large number of examples to cite when Parliament begins its mandated review of the act sometime within the next year and a half.

Although her office has processed 150 complaints in the last 10 months, a backlog of 90 cases remains, Hansen reports.


FIRST, WE LAUNCH AN ALL-OUT ATTACK ON THE FREEDOM OF INFORMATION ACT...
THEN WE SEAL ALL LEAKS IN THE GOVERNMENT AND MAKE EMPLOYEES TAKE LIE—
DETECTOR TESTS, AND OATHS OF SECRECY COVERING FUTURE WRITING.
...WE'LL TELL YOU WHAT WE THINK YOU SHOULD KNOW ABOUT THINGS LIKE GRENADA.
WE'LL ALL BE A LOT BETTER OFF.
HAVE A NICE DAY!
Jim Borgman, Cincinnati Enquirer
© 1984 King Features Syndicate Inc.

Hoffa's disappearance and drug trafficking from South America—all stories in which the public has an intense and legitimate interest."

Although the Republican-controlled Senate in the last Congress passed a bill incorporating some of the administration's proposals, the Democrat-controlled House Government Information Subcommittee reported no bill to the House.

Fixing fees. In addition to adding exemptions, the administration proposal would have added to the cost of using the FOIA. It would have allowed agencies to charge for all costs attributable to processing FOIA requests, not just for search time and copying.

When the legislative proposal stalled on Capitol Hill, the Justice Department in 1983 took another route to cost recovery: It issued guidance to federal agencies that was viewed as more restrictive than the previous policy on waiving fees.

The FOIA provides for waiving fees when furnishing the requested information can be considered primarily benefiting the general public. And in the Carter administration, the Justice Department urged that discretion to waive fees be exercised "generously."

But Reagan's team at the department issued a new set of criteria for determining whether a waiver should be granted. It noted that "federal agencies are obligated to safeguard the public treasury" by refusing waivers when they do not meet the requirements of the law. It said agencies should consider whether there is a "genuine public interest in the subject matter" of the requested records.

A subsequent study by the lobbying organization Common Cause contradicted the notion that the federal government could realize any significant cost savings by denying waivers. For those agencies whose costs could be determined, the study found that the total value of fee waivers granted in 1982 amounted to only about three-tenths of one percent of the total cost of administering the FOIA. Common Cause concluded that the restrictive fee waiver policy "may result in the worst of all possible scenarios: limited public access to information offset by a marginal, at best, impact on total FOIA costs."

Has the policy resulted in limited access? Ask Lee E. Norrgard, senior editor of Common Cause magazine.

In 1983, Norrgard was chief investigator of the Better Government Association, a non-profit, civic watch-dog organization that conducts investigations and works with the news media to publicize the results.

Norrgard and United Press International reporter Gregory Gordon were working together on an investigation of foreign travel by members of Congress and other government officials. The probe was triggered by a leaked cable from U.S. Ambassador to France Evan Gailbraith, complaining about the amount of embassy staff time spent seeing to the needs of official U.S. visitors to the Paris Air Show.

On July 14, 1983, Norrgard made an FOIA request to the State Department's inspector general, seeking "any audits, inspections or reports" issued since January 1979 on five of the largest U.S. embassies in Western Europe.

On July 26, his request for a fee waiver was denied. He

appealed, citing the public interest in finding out how embassies spend funds and detailing BGA's past work uncovering government scandals in partnership with the news media.

A month later, his appeal also was denied. "There is no current evidence to demonstrate any especially heightened interest in the expenditure of funds by large embassies abroad," wrote Frank M. Machak, the State Department's information and privacy coordinator. An incredulous Norrgard points out that only days before Machak's letter was written, UPI had carried a series of articles, based on the Gailbraith memo, about the Paris Air Show hospitality.

Norrgard says that prior to the embassy-spending case, he had never lost an appeal. He sued, whereupon the Justice Department decided not to defend the State Department but to waive the fee.

Nonetheless, the Better Government Association is proceeding with the case in order to challenge the fee-waiver policy.

"No government 'loves' a free press, and that includes our government," says Richard M. Schmidt. "They at best tolerate a free press."

In the past four years, the Reagan administration has made two other changes in the administration of the FOIA.

First, the Justice Department told agencies to implement a procedure whereby any business that becomes the subject of an FOIA request must be given a chance to object before the information is released. Richard L. Huff, co-director of the Justice Department's Office of Information and Privacy, acknowledges that these "submitters' rights" policies have made it "extremely difficult and even in some cases impossible" for agencies to meet the FOIA's statutory response time of 10 days.

Second, the Office of Management and Budget told agencies they should consider information not available through the federal Privacy Act also to be unavailable through FOIA, although the FOIA's personal-privacy exemption is narrower. After press organizations objected, Congress overturned that policy.

Classification order. Issuing instructions on classifying information in the interests of national security long has been the prerogative of presidents.

When President Reagan issued his executive order on classification in 1982, critics said it reversed a 30-year trend toward limiting classification that began when President Eisenhower narrowed some of the classification authority extended in President Truman's much-criticized 1951 order.

In a report on the Reagan order, the House Committee on Government Operations concluded: "whether or not it was intended, the new order will lead to the classification of additional information."

The head of the office responsible for monitoring government classification insists the new order was not intended to increase government classification, nor has this been its result. In fact, says Steven Garfinkel, director of the General Services Administration's Information Security Oversight Office, the number of "original" classification actions during fiscal year 1983—the first full year the Reagan order was in effect—was 18-percent lower than the year before.

Criticism of the order may have actually helped keep classification down, suggests Garfinkel. "There was a great deal of effort to hold the line on classification," he says, because of all the adverse publicity at the time.

But he acknowledges that the magnitude of classification in any given year is more a function of current events than policy. For instance, an event such as the bombing of the U.S. Marine barracks in Beirut in October 1983 "will result in literally tens of thousands of classified documents," he says.

Allan Adler, legislative counsel for the American Civil Liberties Union and a critic of the order, maintains statistics do not tell the whole story. Says Adler: "What we are talking about here is the administration's attitude toward classification policy. . . . Their attitude favors classification."

In a related area, the Reagan administration also has been criticized for drastically reducing funds for the government agency responsible for declassifying documents.

In Fiscal Year 1982 (the first budget year reflecting Reagan administration cuts), the budget for the National Archives' Records Declassification Division was cut to $1.4 million from its previous $2.3 million, and its staff was reduced to 53 from 93. In the current fiscal year, the division's budget is up to $2 million, but its staff has further shrunk to 44.

The National Coordinating Committee for the Promotion of History has been critical of the cuts. "Historians are very distressed that the declassification program has ground almost to a halt," says Page Putnam Miller, director.

The role of Congress. In the indictment of the Reagan administration's information policies, Congress has to be considered at least a co-conspirator. During the last four years, Congress has passed a number of bills that provide exemptions to the FOIA. Three have generated particulary strong objections from the press.

In 1984, Congress passed legislation that exempts certain CIA "operational" files from the act. The CIA argued that records in these files are already exempt from disclosure and that the exemption would merely relieve CIA personnel from having to search for requested material, only to declare it exempt. ANPA and other press groups succeeded in convincing Congress to strengthen the ability of the courts to review files that the CIA designated as exempt.

In contrast, the other two incontrovertibly put previously available information out of the reach of the press and public.

In 1983, Congress granted the Defense Department's request for authority to withhold from release under the FOIA *unclassified* information that has military or space application and that cannot be exported without a license under the Export Administration Act or the Arms Control Act. Defense officials contend that making this information freely available under the FOIA is tantamount to giving it to the Soviet Union.

The other measure, passed by Congress in 1981, gave the Department of Energy the authority it requested to withhold *unclassified* information pertaining to the design of nuclear weapons, the design of nuclear production facilities, and the security arrangements for the facilities or nuclear material in transit. Concern about the growing threat of terrorism was the justification given.

The regulations issued pursuant to the 1983 and 1981 laws have been criticized as going far beyond congressional intent.

At the Defense Department, directives implementing the law

safeguarding military and space technology have been written so broadly that they could be used by the Pentagon to keep under wraps unclassified information that demonstrates weaknesses in weapons systems, says Clark Mollenhoff, a Pulitzer Prize-winning reporter turned journalism educator.

Mollenhoff says the regulations have the potential for becoming a kind of Official Secrets Act, à la Great Britain's, in which everything is secret except that which the government authorizes for release. Moreover, he says, the Pentagon already has the means to safeguard national security information—the classification system. "If it's unclassified, why the hell do you want to control it?" he asks. "If it should be classified, classify it."

Meanwhile, at the Department of Energy, proposed regulations governing so-called "Unclassified Controlled Nuclear Information" hit like a bomb when they were issued.

Among the groups contending that the regulations were far too broad was the American Society of Newspaper Editors. At a public hearing conducted by the department, ASNE General Counsel Schmidt testified that one provision "gives a blank check to the secretary of energy to withhold almost any information the secretary deems fit to withhold."

Final regulations have yet to be issued.

Plugging the leaks. Despite all the caulk put in place to prevent the disclosure of information the government wants kept secret, some of it inevitably will leak out.

Some of the harshest criticisms of Reagan administration information policies have dealt with its attempts to discourage government employees from leaking information to the press and to detect and punish those who do. The focal point has been National Security Decision Directive 84.

Although the issuance of the directive in March 1983 came two months after Reagan declared he had "had it up to my keister" with leaks, the deliberations leading up to the issuance of NSDD-84 began long before that.

NSDD-84 grew out of a series of meetings in early 1982 of representatives of the departments of Defense, Energy, Justice, State, Treasury and the CIA.

Among other things, NSDD-84 required all government employees with access to "sensitive compartmented information," or SCI, to sign a statement agreeing to submit to government censors any writing they might do—even after leaving government service—that related to SCI or other classified information. It also instructed agencies to implement procedures for using polygraphs to investigate news leaks.

Comments White House spokesman Speakes: "Our approach to those types of things is mainly from the standpoint of national security. The President felt very strongly that top secret and other highly classified material was ending up in the newspapers and on television, and it was harmful to the national security."

But ANPA's Rowe, testifying before a congressional subcommittee, called NSDD-84 "another building block in the

An avid FOIA user says the process has bogged down

One person who says he has seen a marked change during the Reagan administration in the government's willingness to divulge information is Scott Armstrong, one of the all-time champs in the FOIA-user division.

A former reporter for The Washington Post, Armstrong, 39, is writing a book on foreign policy and national security decision-making. He began his research for the book when he was on the Post staff, which he joined in 1976 after a career that included stints as a private investigator in the District of Columbia and as senior investigator for the Senate Watergate Committee.

Traditionally, he says, federal agencies have gone to great lengths—and great expense—to provide quick and "voluminous" responses to reporters' requests for information.

"Sometime early in this administration—I would put it sometime in mid-1981—the pattern and practice of providing such information to reporters narrowed substantially.

Some agencies, including the CIA, stopped providing reporters with background briefings, he says. Others began responding to some inquiries with "File an FOIA request."

Armstrong has done just that.

In fact, he estimates he now has 2,000 FOIA requests outstanding, primarily to the departments of Defense, State, Treasury, Energy, Agriculture and Commerce and to the CIA. If not the biggest current user of the FOIA, Armstrong believes he is certainly "in the top 10."

Scott Armstrong

At the Defense Department, which Armstrong says used to have one of the federal government's best FOIA response records, his requests began to take longer to process. The responses, when they finally came, were incomplete. His appeals of initial denials of information also have bogged down, he says. The Post filed four lawsuits against the department over Armstrong's FOIA requests.

Armstrong is not the only one with complaints about his FOIA requests. The Defense Department March 5 informed Leonard Downie Jr., managing editor of the Post, that it would not process any of Armstrong's pending requests, or one from a current Post reporter, until Armstrong paid the $430.56 it says he owes in FOIA fees.

In its letter to Downie, the department said it had already spent $34,187.76 processing Armstrong's 408 requests. Because the FOIA allows requestors to be charged only for search time and copying, the department said "collectible charges" amounted to $15,693.61, of which it had waived $15,095.08 in the public interest.

Armstrong, who has paid $167.97 in FOIA fees to DOD under protest, says the sum of money involved is not the point. It's the principle that the Defense Department is making the determination that some of the material he is requesting does not qualify for a fee waiver.

On March 13, the Post paid the $430.56. Staff attorney Patrick J. Carome said the newspaper was not acceding to the department's claim that it was due the fee, "but we do not want the question of these charges to stand in the way of the timely and proper processing of any Post FOIA requests."

A Pentagon public affairs officer said the FOIA office would not comment on the Armstrong case because of the pending lawsuits.

wall that this administration appears to be building to shut off the flow of information to the public."

Congress passed legislation delaying the effectiveness of the lifelong censorship and polygraph provisions. Subsequently, the President indefinitely suspended these provisions.

Although the action defused the controversy, congressional sources say the administration's use of prepublication review and lie-detector tests has not stopped.

According to Rep. Jack Brooks (D-Texas), chairman of the House Government Operations Committee, the suspension of the prepublication review provision of NSDD-84 has not affected a similar program begun in 1981.

The General Accounting Office told his committee last spring that all agencies with personnel with access to SCI are requiring them to sign lifelong prepublication review contracts, Brooks says. The contracts are "virtually identical" to those proposed under NSDD-84, he says.

In addition, while the polygraph provision of the President's NSDD-84 is in abeyance, the Defense Department has been given the congressional go-ahead to conduct polygraph screening tests this year of up to 3,500 employees. The department has said the examinations have "nothing to do with leaks." But three of the questions that affected employees will be asked are whether they have ever been approached to give or sell classified information to unauthorized persons, whether they ever did so, and whether they know anyone who did. A department official acknowledged that "unauthorized persons" could be reporters.

Clark Mollenhoff says the Defense Department regulations have the potential of becoming a kind of Official Secrets Act, à la Great Britain's.

Four more years. Looking ahead, media attorney Abrams told members of the ANPA Government Affairs Committee in March that he believes the administration is likely to increase the use of the espionage law against publishing material that it considers harmful to national security.

It already is doing so in one case, he pointed out.

Samuel L. Morison, a Navy intelligence analyst, was indicted last October on charges he sold classified satellite photographs to a British magazine. He is being prosecuted under the Espionage Act of 1917. In March, a U.S. District Court judge ruled that the law can be used to prosecute someone who has released information to the press and not a foreign government. It was the first time a ruling had been made on the question.

Abrams also noted that in two recent instances in which administration officials castigated the press for publishing information they considered harmful to national security, they couched their criticism in terms of criminal wrong-doing.

In those cases, Secretary of Defense Caspar W. Weinberger accused The Washington Post of lending "aid and comfort" to the enemy for its article reporting on the secret military payload of the space shuttle Discovery; and Lt. Gen. John T. Chain Jr., director of the State Department's Bureau of Politico-Military Affairs, accused Leslie H. Gelb, a writer for The New York Times and a predecessor in Chain's post, of "willingly, willfully and knowingly" publishing a story "damaging to the country." The Gelb piece dealt with U.S. contingency plans for emergency deployment of nuclear weapons in several foreign countries.

There is precedent during the Reagan administration's first term for criminalizing the publication of sensitive information. In 1983, Congress passed legislation making it a crime to publish the names of intelligence agents.

And now in Congress, the stage is set for continuing confrontations over information policy.

Rep. Brooks has reintroduced a bill to outlaw prepublication review agreements except for those used by the CIA and the NSA and to void those that have already been signed. His bill also would put limits on the uses of polygraphs.

In late March, the administration said it was considering legislation proposed by the CIA that would impose criminal penalties on government employees who disclose classified information to reporters or others.

Meantime, Sen. Orrin G. Hatch (R-Utah), chairman of the Senate Judiciary Committee's Constitution Subcommittee, has resuscitated the administration-backed FOIA bill passed by the Senate during the last Congress.

In anticipation of renewed efforts to weaken the FOIA, ANPA will work to "solidify our position in support of the law basically as it is now written," according to W. Terry Maguire, vice president/general counsel.

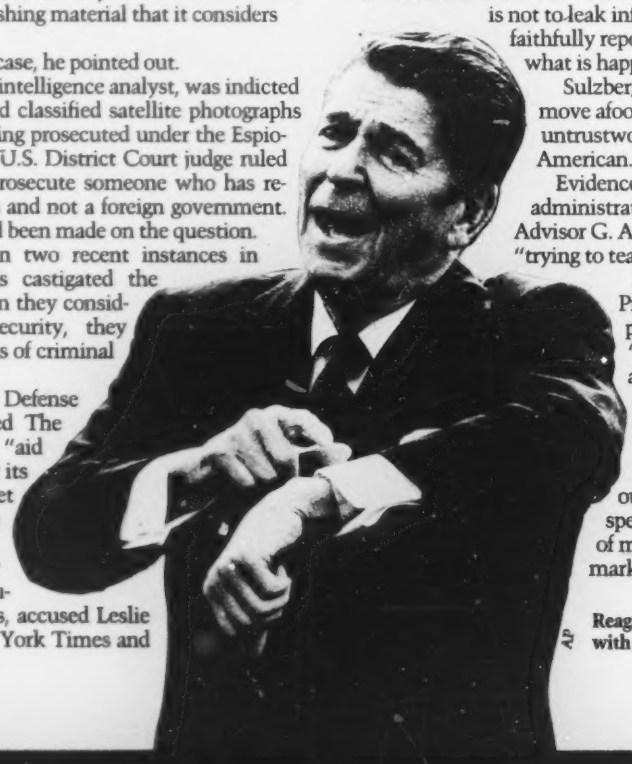
The press also should work "harder than ever" to reestablish trust with its readers, Arthur Ochs Sulzberger, publisher of The New York Times, said in a speech late last year on the outlook for the press in the second Reagan administration. "We want them to understand that when newspeople go ashore with the troops, it is not to leak information to the enemy but to faithfully report to the reader, and no one else, what is happening."

Sulzberger said he feared "a continuing move afoot to cast the American press as untrustworthy and, indeed, somewhat un-American."

Evidence of that came recently when an administration official, White House Science Advisor G. A. Keyworth II, accused the press of "trying to tear down America."

Responding, ANPA Chairman and President Richard J. V. Johnson said politicians such as Keyworth "apparently would prefer a 'press' that agrees with them and articulates only their beliefs and that only reports their view of events."

Said Johnson, president of the Houston Chronicle: "In fact, what our free press and our citizens' free speech do is preserve a robust exchange of myriad, diverse views within a free marketplace of competitive ideas." □



AP

Reagan signals lack of time to meet with reporters.

President Reagan's accessibility criticized, defended

From the President's weekly radio address to the scheduling of events to make the evening TV news programs, the Reagan White House has showed itself to be adept at using the media, especially the broadcast media, to speak to the American people.

However, reporters who have covered more than one administration say they have had less access to this President than previous ones.

In his first term, President Reagan held only 28 formal news conferences, compared with 59 for President Jimmy Carter in his four-year administration and 39 for President Gerald R. Ford in his three-year term in office. However, Lyndon Johnson holds the record for fewest formal press conferences, with 27 in his five-year presidency, according to the Library of Congress.[The Reagan White House has said that in the second term, there will be one formal press conference a month. Since the inauguration Jan. 20, he has been on that schedule, with press conferences Feb. 21 and March 21.]

"To me, it is quite a different pattern, one of much less access to the President than we had with either Carter or Ford," says David S. Broder, national political correspondent and columnist for The Washington Post.

For the White House press corps, "the shouted question at a 'photo opportunity' has become something of a hallmark in this administration, because photo opportunities have become one of the precious few times when reporters see the President," says Michael Putzel, White House correspondent for the Associated Press.

Outside the White House, the increased security imposed following the March 30, 1981, attempt on President Reagan's life and the protective measures taken in the wake of terrorist attacks on American installations make it "even more difficult to get within hailing distance of the President," Putzel says.

Rebutting the criticism, White House Deputy Press Secretary Larry M. Speakes contends that Reagan has been highly accessible to the press, pointing to records kept by his office.

According to those records, in addition to the 28 press conferences, Reagan in his first term conducted 21 "mini" press conferences, 199 interviews, two six-on-one interviews, 15 meetings with out-of-town editors and broadcasters, and 163 question-and-answer sessions. The latter include informal encounters with the press such as those that occur as he is entering and exiting the presidential helicopter and the Q & A period following his address to the 1983 ANPA Convention. That makes for a grand total of 428 instances where he was questioned by the press.

"The White House press corps, as everybody knows, is a rather unique breed of cat," says Speakes. "It's the old adage, 'If a tree falls in a forest and there is no one there to hear it, then there's no sound.' If it's not a full-blown, East Room, 8 p.m., live-on-television press conference, then the President doesn't meet the press."

Speakes also defends two new White House press initiatives that have been criticized by some media representatives—a newly established electronic "White House News Service" [presstime, Feb. 1984, p. 35] and a plan to make administration officials available for interviews with local TV stations via satellite.

He emphasizes that the electronic news service contains no "editorial" material. "All that goes on there are the President's statements, press conferences and releases—'President today announces the appointment of so-and-so,' 'President today signed this bill or that bill,'" he explains.

Concern about these activities "troubles" him, Speakes says, because it is coming not from the public but from the press—and in particular from the White House press corps.

"They say we are trying to go over their heads," he says. "This strikes me as the ultimate arrogance. . . . The First Amendment benefits the White House press corps. But it does not benefit their colleagues in Des Moines, or Dubuque or Los Angeles or Memphis or wherever.

"The editor or the anchor person in these cities in Middle America has just as much right to talk to the President as do his colleagues who sit here."

Margaret Cazovese

Speakes demonstrates information available via computer from the White House News Service.

FOI HOTLINES

Roles are being expanded for telephone services that offer instant legal guidance to journalists

BY MARCIA RUTH
presstime staff writer

With the increased attention focused on freedom-of-information questions lately, there is growing interest in state FOI telephone hotlines.

Hotlines have been established in nearly 10 states since the first one was created in Pennsylvania six years ago. Those operations now are moving beyond meeting individual reporters' deadline requests for information to strengthening general FOI principles. Acting on behalf of more than one person or publication at a time, they are challenging rulings of local governments and seeking new precedents through the courts.

In those states that do not have hotlines, efforts are being made to gain an FOI foothold. These include first-year, $3,000, "seed grants" from the Society of Professional Journalists, Sigma Delta Chi to three SPJ,SDX chapters that demonstrate support from print and broadcast media and pledges of about $30,000 a year for a state hotline.

"We are convinced there is a great need for legal counseling by phone," says Robert Lewis, SPJ,SDX president-elect and correspondent for Newhouse News Service in Washington, D.C. "There is a big void out there."

The well-established state hotlines, such as those in Arizona and Pennsylvania, are operated by coalitions of print and broadcast media [presstime, April 1983, p. 20]. In other instances, such as Texas and Minnesota, hotlines are essentially spinoffs of the state newspaper publishers associations.

Hotline advocates say the key element is close affiliation with an attorney or law firm that fields media calls, most for a yearly fee. In general, the fee includes some follow-up, but the attorneys charge extra if litigation is required.

The hotlines find that journalists—particularly those at small news organizations who have limited access to legal counsel—are hungry for FOI advice.

The Minnesota hotline, for example, has received an average of 60 phone calls a month from 35-40 different organizations during its first half year, says Mark R. Anfinson, the Minneapolis attorney who operates his state's hotline. Formed by the Minnesota Newspaper Association last Sept. 1, the hotline already has 119 newspaper clients.

As the concept spreads, hotlines are taking different shapes.

In Texas, the FOI hotline is part of a prepaid legal services plan open to members of the Texas Daily Newspaper Association and the Texas Press Association. The hotline is open to daily and weekly newspapers but not to broadcasters.

In some other states the hotline is organized as a non-profit corporation receiving support from newspaper, broadcast and cable television associations, as well as local chapters of SPJ,SDX.

Costs for a state hotline can run as much as $40,000 where full print and electronic media coverage is provided, such as in Pennsylvania and Arizona. However, in Minnesota, where the hotline serves only print journalists, the yearly cost will run about $10,000, Anfinson estimates. There, fees are graduated according to circulation category, with some papers paying as little as $5 a month, and others $40.

In Arizona, says Phoenix lawyer David J. Bodney, about a dozen attorneys in his law firm Brown and Bain are part of the "media hotline team" answering calls. Litigation growing out of FOI hotline calls is usually handled by such firms on a reduced-fee basis.

In Pennsylvania, the Philadelphia law firm retained by the First Amendment Coalition—Kohn, Savett, Marion & Graf—takes an even more active role.

In addition to trying to "ensure that smaller publications without technical expertise have ready and easy access to expertise," says attorney Samuel E. Klein, the Pennsylvania hotline is "kind of an effort to mobilize and organize the state." It serves as "sort of a reporting network," Klein says, "to make sure everyone is aware of developments that could eventually lead to appellate decisions" in FOI cases.

There are also a hotline and an FOI clearinghouse service available at the national level.

The Washington, D.C-based Reporters Committee for Freedom of the Press has operated a national FOI hotline since early 1979. It is staffed by one full-time attorney and two part-time law students. The committee not only answers inquiries but files friend-of-the-court briefs and gives advice in cases involving FOI principles. Its number is 800F-FOI-AID.

Another national organization, the Freedom of Information Center at the University of Missouri, serves as a clearinghouse of information on FOI topics. Although it also handles journalists' inquiries, the center does not have attorneys on the staff or offer advice, and officials say their service is not a hotline per se.

The need for FOI hotlines generally is going to increase, says Paul Fisher, director of the University of Missouri center.

"We've got a wide range of laws that give you access to records and meetings," but at the same time "we continue to produce all manner of laws that close off records and meetings," Fisher says. "We have piled up the (FOI) laws so thickly the only people we can turn to are the lawyers." □

Judge's instructions in Sharon case weighed by libel experts

BY C. DAVID RAMBO
presstime staff writer

Many media-law observers have lauded U.S. District Judge Abraham D. Sofaer's three-part instructions to jurors in the Ariel Sharon libel trial.

But the jury is still out on how much newspapers and other media will benefit in the future from such a practice, which Sofaer has called "a natural and sensible measure" in the Sharon case [presstime, Feb. 1985, p. 30].

Some noted libel experts say Sofaer's action—to have the jury render separate decisions on defamation, truth or falsity, and actual malice—could be applied to help eliminate juror confusion and misapplication of complicated law. (See story, facing page.)

The result, they say, could be fewer adverse judgments against the media.

But others are not as enthusiastic.

Separate verdicts are "not a quick fix or a cure-all," says Chicago media lawyer Don Reuben. They "may or may not be to your advantage. . . . It really depends on the case."

Two months after the jury on Jan. 24 found that Time magazine did not libel the former Israeli defense minister, experts said they knew of no public-figure libel case going to trial soon in which lawyers were contemplating asking the judge to seek separate answers from the jury.

A case in which the judge intended to ask for separate answers was the libel suit that retired Army Gen. William C. Westmoreland brought against CBS Inc., but it was settled before going to the jury. Unlike in the Sharon case, however, the judge in the Westmoreland case said he would have had the answers reported all at once.

Some media lawyers say the trial in *Herbert v. Lando*, still several months away, could be the next opportunity for using the Sofaer-type instructions to the jury. Former Army officer Anthony Herbert charges that CBS News' "60 Minutes" program libeled him by portraying him as a liar. The case already has made libel history with a U.S. Supreme Court decision that public-figure libel plaintiffs may inquire into the defendant's "state of mind" while making editorial decisions.

Better understanding. A major result of *Sharon v. Time*, some media lawyers say, is it showed that jurors can be helped to understand basic, although complicated, concepts of public-figure libel law.

Those are rooted in the U.S. Supreme Court's ruling in *New York Times v. Sullivan*. In that landmark decision 21 years ago, the court said that for public officials to win libel suits, they must prove that the disputed media report was false and defamatory and that the media organization published with "actual malice." Private parties, with exceptions in some states, need not prove actual malice.

Abraham D. Sofaer

"Properly guided, juries *can* comprehend the law *and* apply it to the evidence of a particular case," says media lawyer Bruce W. Sanford, First Amendment counsel of the Society of Professional Journalists, Sigma Delta Chi. "Judge Sofaer deserves the credit for guiding the jury, rather than letting it stumble haphazardly through a field of confusing terms and concepts."

The instructions served "to put aside their kind of casual, loose 'I favor one side, I favor the other side' kind of approach," observes Henry Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Judge Sofaer says that is what they were intended to do.

"The principal reason for having the jury consider each issue separately was to enhance the jury's capacity to comprehend its responsibilities and to abide by my rulings on the law and evidence," Sofaer said in a report to the Federal Judicial Center. The center, which studies issues relating to the federal court system, asked him to describe "why and how" separate verdicts were obtained.

"By having the jury proceed one issue at a time, the parties (plaintiff and defendant) and I were able to monitor their deliberations at least to the extent of ensuring that they were given only exhibits and testimony admissible on the issue they had under active consideration," Sofaer said.

"Some of the notes (of inquiry) sent out (to him) by the jury reflected the possibility that, had the jury been allowed to consider all the issues together, and hence been allowed to receive any exhibit or portion of the testimony at any time, they might have failed to abide by my evidentiary rulings."

Sofaer said that "perhaps the most important consequence of structuring the jury's consideration and decision of the issues was that the jury was thereby encouraged to treat the issues of falsity and actual malice as separate matters, with separate legal standards."

Juries tend to blend those issues, Sofaer and others have said. As an example, he referred to a libel suit brought by Mobil executive William Tavoulareas against The Washington Post in which jurors "essentially ignored" instructions on actual malice and found for Tavoulareas. The verdict later was overturned.

Libel expert Floyd Abrams of New York City has labeled Sofaer's action "one of the major achievements" in the development of libel law. "We should push, on a case-by-case basis, for expanded uses of special questions to jurors and—as Judge Sofaer did—separate responses by jurors as they reach their verdicts on each question," Abrams told the ANPA Government Affairs Committee March 7.

"We should seek to persuade judges to keep explaining to jurors *why* certain in-

formation is relevant—for truth or actual malice," he said. "We should seek to persuade judges to explain to juries *why* the press is protected. . . ."

On the other hand, Reuben of Chicago calls the Sofaer instructions "just a wrinkle" on the libel scene. And he says there may be cases "in which you wouldn't want" the jury to examine the issues separately.

An example could be a case in which the plaintiff "is a very bad-looking plaintiff," meaning perhaps that he or she has a weak case or makes a poor presentation. "You may not want to focus on anything but the bad-looking plaintiff," Reuben says.

Reuben also says this is not the first time separate verdicts have been issued in a libel case. Another was in the mid-1970s in *Alioto v. Cowles Communications*, he says.

In that case, former San Francisco Mayor Joseph Alioto charged that Look magazine libeled him by falsely linking him to organized-crime activity. There were four trials. The first resulted in a hung jury. In the second, the jury returned a special verdict, holding that the Look article was false, in part, and defamatory; the jury reached no agreement on the question of actual malice. A third trial also resulted in a hung jury. In the fourth, the parties agreed to a trial by judge, who issued a $350,000 judgment for Alioto. A federal appeals court affirmed the judgment.

Media lawyer Don Reuben says the instructions are "just a wrinkle" on the libel scene. He says there may be cases "in which you wouldn't want" the jury to examine the issues separately.

Moreover, Reuben points out that even if a media defendant wants a judge to issue instructions for separate answers, the judge may not do so. "You may not have the option."

Whatever the impact of Sofaer's instructions, the matter will continue to be discussed if only as just one tool for litigation.

The Libel Defense Resource Center is developing a "manual" for lawyers on the topic of jury instructions in libel trials. LDRC's Kaufman says the publication will include examples of different kinds of instructions judges have issued.

Copies of Sofaer's instructions are available from the ANPA Legal Department at The Newspaper Center in Reston. □

Judge guides jurors through complicated law

The following are excerpts from Judge Abraham Sofaer's 64-page instructions to the jury:

1. On the question of whether the Time statements were "**defamatory**": "A communication is defamatory if it tends to expose a person to hatred, ridicule or contempt—that is, if it tends to harm the reputation of that person so as to lower him in the estimation of the community or to deter others from associating or dealing with him. . . . A publication that is unpleasant, offensive, or embarrassing, or that hurts the plaintiff's feelings, is not necessarily defamatory. To be defamatory a statement must tend to bring plaintiff into disrepute, or must tend to prejudice the plaintiff in the eyes of a substantial part of the community. In this connection, the relevant community for determining defamatory meaning is those reasonable or right-thinking readers of Time in the United States and abroad who read the Article at issue in the English language."

2. On the question of whether the statements were **true or false**: "No matter how defamatory a statement may be, no matter what the defendant's motive in writing or publishing it, if the plaintiff fails to prove by clear and convincing evidence that the statement is false, you must render a verdict for the defendant.

"The plaintiff must prove more than merely literal falsity. He must prove the falsity of the substance of the factual claims made in the paragraph at issue. . . ."

3. On the question of whether Time acted with "**actual malice**": "'Actual malice' means that the written statements were published with knowledge that they were true or false, or with reckless disregard for whether or not the statements were false. Plaintiff has the burden of proving actual malice by clear and convincing proof, as I have defined that term (as leaving "no substantial doubt. . . . It is proof that establishes in your mind, not only that the proposition at issue is probable, but also that it is highly probable.") Thus, your verdict must be for Time if plaintiff fails to prove his claim that the defendant . . . actually knew that the challenged paragraph was untrue when published, or published the paragraph with a high degree of awareness that it was probably false. If, on the other hand, plaintiff proves actual malice by clear and convincing evidence, in any sufficient form, then your verdict must be for plaintiff on this issue."

Sofaer also discussed how jurors should evaluate evidence. He wrote, in part: "I can give you no magical formula by which you should evaluate testimony or other evidence. You bring with you to this courtroom all of the experience and background of your lives, including your common sense. In your everyday affairs you regularly determine for yourselves the reliability or unreliability of statements made by others. The same tests that you use in your everyday dealings are the tests you should apply in your deliberations."

Sofaer said jurors should not give any "evidentiary weight" to a witness's refusal to respond to a question on the basis of a "privilege," such as reporter's privilege. "For example, if a witness who is a reporter properly refused to answer a question on the ground that his answer would reveal identifying information about one of his sources, you may not rely on the fact of his refusal as a basis for inferring anything about whether or not he had a source, or what the source said, or the source's reliability. The proper assertion of this privilege may not be penalized."

The same was true for Sharon when he refused to provide certain information because of Israeli secrecy law, the judge said.

Fiber optics facilitates Facsimile technology

BY PAUL KRUGLINSKI
presstime technical writer

Facsimile transmission, the technology of electronically moving newspaper pages to remote printing sites, continues to evolve and make inroads at dailies.

Hell Graphic Systems Inc., with the recent introduction of its flatbed scanner at The Dallas Morning News, became the sixth vendor to enter the facsimile newspaper market. The project marks the continuing progress of fiber optics as an alternative to microwave as a transmission medium [presstime, Sept. 1984, p. 26].

Recently, the Atlanta Journal and Constitution announced that fiber optics will link their downtown plant to the Norcross, Ga., printing facility now under construction.

Most of the newspapers that were innovators in early facsimile transmission now need to upgrade their equipment, experts say. Some of the advances they are pursuing include transmitting color separations via facsimile and attaining higher data transmission speeds without image degradation.

But the future is hazy in other respects.

The transmission medium used in most newspaper facsimile systems, microwave, may be headed for trouble because the frequency being used is jeopardized. The Federal Communications Commission wants to move all current microwave users off the 12-gigahertz bandwidth and allow direct-broadcast satellites to have exclusive occupancy of that frequency [presstime, Oct. 1983, p. 10]. The FCC is proposing to move current users to either the six or 18 GHz bandwidths.

Although DBS technology has not developed as rapidly as many had expected, the FCC is sticking to its plan despite opposition from ANPA on behalf of the newspaper business. The issue, however, has left individual newspapers wondering what to do.

Dailies considering dropping microwave transmission altogether must decide which land-line medium and vendor fit their needs, or whether a current glut of transponder space may make satellite transmission a cost-justifiable alternative for relatively short distances. However, many telecommunications experts believe that barring the unforeseen, satellites will not be a viable transmission route for "short hops."

Another area of uncertainty is which scanner technology best meets a given newspaper's needs.

Lattie R. Debarr of The Dallas Morning News feeds negatives into the scanner.

New flatbed unit. The facsimile transmission equipment linking The Dallas Morning News' downtown facility with its remote plant 18 miles away at Plano is the first North American installation of Hell Graphic's reading and writing flatbed laser scanner. The $500,000 system also uses several technologies that set it apart from other facsimile installations, according to James A. Keeley, vice president/operations.

The scanner, which uses argon laser optics, exposes negatives at the Plano facility from either page positives or negatives transmitted from Dallas, Keeley says. With the downtown operation being letterpress and the remote plant offset, the same negatives used to make the photopolymer letterpress plates double as copy for making the negatives at the Plano facility.

The two reading and two writing scanners each employ redundant electronics, he says, in the event any portion of the system fails. The scanner's flatbed architecture, which Hell Graphic claims is state-of-the-art, facilitates copy loading and unloading and minimizes mechanical problems.

Currently, the paper is scanning pages at a resolution of 1,000 lines per inch in less than one minute, Keeley says, but the system has the ability to scan at resolutions of 2,000 LPI.

Also, page separations of process color are being sent through the system.

Of interest to other newspapers is the fiber-optics link between the two facilities and the means by which it was accomplished, according to William D. Rinehart, ANPA vice president/technical.

The Morning News elected to use a dual fiber-optics link and transmission equipment under a lease agreement with Warner Amex Communications Inc., the holder of the Dallas-area cable television franchise. Fiber-optics lines were run along the cable franchise's rights-of-way for most of the distance between the newspaper's central plant and the Plano remote facility.

When planning the expansion project, Keeley says the paper discounted a copper-wire link as "yesterday's technology" requiring signal repeaters. It also decided against a microwave link because of the relatively long distance between the plants, FCC vacillation regarding changes in transmission bands, poor weather conditions and the burgeoning growth of the metropolitan Dallas area. New buildings could block the microwave system's required line of sight.

"With the growth that's going on around Dallas," Keeley notes, "there was no guarantee that we wouldn't be moving the repeater [tower] every few years."

The fiber-optics system is comprised of two separate routes of two lines each. The lines contain several optical fibers. Data flows from the downtown headquarters to the remote plant at Plano on one line and from Plano to Dallas on the other line. The two-line link is duplicated over another route to preclude one catastrophe from halting transmission. The project was complicated further because Warner Amex had to negotiate rights of way for the lines in communities it does not serve.

Art Simon, director of commercial services for Warner Amex, says the system can transmit data at 6.312 megabits per second. Each line has the ability to transmit at least 2,000 simultaneous telephone conversations.

The transmission capacity, Simon says, is four times that of a dedicated 1.544-megabit telephone line, known as a T1. The optical fibers require no repeaters, or signal amplification devices, thus rendering an error-free signal. Also, the link is impervious to external interference such as lightning and microwave transmission. In fact, both Simon and Keeley say the signal is so strong that it had to be attenuated at Plano's receivers to meet the paper's specifications.

The link allows the paper to circumvent the local telephone company and the problems of fluctuating telecommunications costs. The paper leases the fiber-optics system from Warner Amex "for a fixed rate that is guaranteed for the life of the contract," Keeley says.

The fiber optics also link the telephone systems between the two plants, Keeley says, and the paper is sending data for the circulation-truck manifests through the system. "We could eventually have a teleconferencing video system with Plano."

In many ways, the Morning News project shows how far facsimile transmission has progressed in a relatively short time. However, it also underscores the increasing complexity of transmitting pages to remote sites. More vendors are developing more advanced reading and writing scanners and, with telecommunications industry deregulation, more firms are marketing myriad alternatives to microwave transmission.

More ways to transmit. Two years ago, when the Morning News began planning for its expansion project, the paper considered coaxial cable, microwave and satellite along with fiber optics as telecommunications media.

"As little as seven years ago microwave and terrestrial T1 were the only choices" available to transmit to remote suburban plants, observes Bill Hider, vice president/telecommunications for USA Today.

With the proliferation of telecommunications firms and options, many people believe microwave has suffered as a transmission option.

"Privately owned microwave systems will be the last choice for telecommunications," says Owen McBrien, product manager/Laserite systems for the Gerber Scientific Instruments Co., formerly known as EOCOM.

The capital intensity of microwave systems, its continuing vulnerability and the FCC proposal to bar microwave users from the 12 GHz bandwidth will discourage its use, McBrien and others believe.

"We're moving away from microwave," says Bob Barnes, chief engineer for Wehco Media Inc., parent company of the Arkansas Democrat and other communications enterprises. The medium "is not cost justifiable any more" and "has become less attractive as a transmission medium, particularly for graphics."

Wehco was one of the first North American newspaper companies to use microwave for facsimile transmission of composed pages. In the last few years, Barnes says, the firm has "decentralized" its newsroom operations. It now uses microwave facilities almost exclusively for editorial purposes, such as coverage of special sporting events.

Hider and Barnes say the only economically justifiable reason for choosing microwave as a facsimile transmission medium is through a "common or institutional carrier" or "a right-of-way provider." In such an arrangement, the newspaper would lease time from a telephone, radio or television firm for transmitting pages and eliminate the headache of owning and operating the microwave system.

For papers bent on controlling their own telecommunications, however, microwave has no peer.

"Nobody's going to dig up our cable," notes Don Till, director of communications for The Washington Post, which uses microwave to transmit pages across the Potomac River to its Springfield, Va., plant.

For newspapers whose plants are separated by physical obstacles such as rivers or political boundaries such as state lines, Till points out, microwave has many advantages over land lines, including fiber optics. The added cost of surmounting the obstacle or negotiating the right of way is eliminated with microwave.

The Post transmits data over several bandwidths simultaneously, Till says, something only fiber optics can match.

"A well-designed microwave system shouldn't be written off," he says. "The

"We're moving away from microwave" because it's "not cost-justifiable any more" and "has become less attractive as a transmission medium, particularly for graphics."

Most newspapers, even those that have to consider color reproduction, are buying flatbed scanners. "Anytime you curve the pasteup, you have the potential for problems."

most that can be said is that microwave is not now the only way to transmit newspaper pages."

Microwave is especially cost-effective for transmitting over short distances.

For now, satellite transmission of newspaper pages continues to be uneconomical for such transmissions. But it can be feasible for longer distances, particularly to multiple sites. "Over 75 miles, you almost have to start looking at satellites," says ANPA's Rinehart.

Although there appears to be much transponder space available on satellites used by such papers as The New York Times, The Wall Street Journal and USA Today, the cost of renting the time still is prohibitively high for use in reaching nearby printing facilities, according to Rinehart.

Additionally, those newspapers that send data by satellite universally use high-priced data-compression equipment to reduce the time and expense of "broadband" transmission, says L.K. Rissanen, national sales manager for Crosfield Data Systems Inc.

"Such equipment costs $50,000 to $75,000 per unit," Rinehart says.

The data-compression process is prone to errors, too.

"It's not desirable to introduce another (gadget) into the system," Rissanen says. "You want to try to keep things as simple as possible."

Improving hardware. In contrast to the telecommunications aspects of facsimile transmission, scanners are getting simpler. While the number of vendors marketing facsimile reading and writing devices is increasing, the engineering options are actually fewer than they were a decade or so ago.

Technologically, "fax" hardware is divided into three camps: "flat field," "external revolving drum" and "internal curved field" scanners.

The Hell Graphic flatbed scanner at the Morning News is cousin to the flatbed devices marketed by Muirhead Inc., Gerber Scientific and Chemco Photoproducts Co. Muirhead still makes scanners with external revolving drums, but that technology appears to be waning. Gannett Co. uses scanners made by Ricoh Corp., which licenses the external revolving drum technology from Muirhead but incorporates newer laser optics for the production of USA Today. Only Crosfield Data markets solely the internal curved field technology in its scanners.

Essentially, flatbed scanners permit operators to scan pages or negatives on a flat surface, similar to the environment in which the pages were composed. On curved-field or revolving-drum scanners, though, the image must be mounted on a cylinder.

Taken at its simplest level, the quid pro quo between these two main approaches is the flatbed's ease of use and simplicity versus Crosfields' and Muirhead's less expensive technology. Some people believe drum technology offers truer image transmission without image degradation. With any of the systems, there are tradeoffs.

"Anytime you curve the pasteup, you have the potential for problems," notes Wehco's Barnes. Flat-field scanning, because of optics involving depth of field, "becomes more of a problem as you move into data compression."

While it may seem flatbed technology is winning out, given the number of vendors offering it, Crosfield's scanners account for about 45 percent of approximately 160 used by North American newspapers. In fact, the firm recently signed an agreement with The New York Times for installation of 22 Datrax units to increase speed and improve the resolution of the paper's fax operations.

Newspapers that are not forced to use satellites as the transmission conduit tend to prefer keeping the technologies involved to a minimum, say Barnes and other telecommunications experts.

"No matter how advanced readers and recorders get," Barnes points out, "there's always going to be a margin of error."

While the laser optics employed in today's scanners may be as good as they will ever be, many telecommunications experts believe the systems still could be improved considerably.

Within two years, vendors will have "minimized the mechanical aspects of the systems and made operations more automated," predicts USA Today's Hider.

Some of the advances he sees are "cartridge loading" of copy and either plates or film at the receiving, or writing, end. Beyond that, Hider believes much needs to be done to improve the quality and resolution of transmitted color separations, despite the belief that newspaper quality need not be as high as that of magazines.

However, others say the drive for improved quality at newspapers has begun already.

"The big trend with newspapers is to be able to produce quality," says Crosfield's Rissanen. "We're going to see newspapers starting to look more and more like magazines."

As more newspapers move toward totally electronic color-separation and pagination systems, Hider, Barnes and others see the eventual elimination of the copy-scanning portion of facsimile transmission.

In the computer architecture that Rissanen and others envision, the pages in their separated form would be maintained within electronic formats on the newspaper's host system. When transmitted, the data comprising the pages and separations would be sent to the writing device at the remote plant. There the data would actually be constructed into pages and separations.

"There's no reason why (facsimile writers) can't be the output device in a color-separation system," says Rissanen.

Many vendors and newspaper executives believe a direct link between the front end and the facsimile system would correct most of the transmission errors that currently occur. "If you eliminate the (read) scanning end, you have eliminated one of the sources of problems," Barnes says. "At that time, you'll see a tremendous improvement in the quality of newspapers."

But in the interim, the science of data transmission continues to progress. If common carriers, such as AT&T, GTE, MCI Communications and others, continue to lay fiber-optics networks at the rate they are, The Morning News project may become a model for newspaper facsimile transmission.

"Undoubtedly, in the next five to 10 years, common carriers will have long-distance fiber-optics systems in place that could offer newspapers relatively low-cost facsimile transmission for their newspaper pages and other telecommunications requirements," ANPA's Rinehart says. □

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PREPRINT GUIDELINES

To keep the machines in the automated mailroom running smoothly, make sure ad supplements arrive in the right sizes and in good condition

BY PAUL KRUGLINSKI
presstime technical writer

Advertising supplements can be one-sheet, postcard-size items printed on card stock, 24-page broadsheet products printed on newsprint, or anything in between. They can have envelopes, pockets, perforations or multiple folds. They don't have to be square or rectangular: They can be round or triangular. Whatever their configuration or makeup, they can wreak havoc in automated mailrooms—particularly if they arrive at newspapers damaged or improperly packaged.

Since preprints began inundating the business several years ago, the idea of standardization has been bandied about. Currently, there is no incentive for advertisers to standardize their supplements, according to newspaper executives. The advertisers put out what they believe will sell their products, regardless of the form.

For the newspaper that is hand-stuffing inserts into the newspaper "jacket," irregular sizes and shapes do not pose a big problem. "The smaller newspaper is probably doing it (inserting) manually and doesn't care how it comes in," notes Thomas W. Cooper, production director of The San Diego Union and Tribune.

But advanced inserting machines, to work effectively, must be fed preprints that are basically the same quality from one to the next. The preprints must also be in good condition when they reach the newspaper and packed so that the automated equipment can handle them.

To maintain some semblance of uniformity among advertisers, newspapers and commercial printers, dailies increasingly are providing guidelines on packaging preprints and keeping the lines of communications open among the parties involved.

Preprint guidelines are essential for modern mailroom efficiency.

Advertisers, rather than resisting having detailed guidelines imposed by newspapers, actually welcome them.

"I always call the newspapers we're inserting into to make sure we're following their guidelines," says Douglas R. Larsen, production manager for Earle Palmer Brown, a Bethesda, Md.-based advertising agent for the Safeway supermarket chain. "We like to follow the guidelines as closely as possible."

While having the guidelines included in the general advertising rate card is acceptable to Larsen, he prefers having the guides on a separate card.

"I would like to see a special rate card with everything all spelled out," he says.

Some newspapers, like the Chicago Sun-Times, have prepared such a card. One advantage in doing so is that it keeps a general rate card from becoming unwieldy.

Once a rate card gets too bulky, newspaper executives say, there's a chance the advertising department may cut out the preprint data.

In 1978, ANPA collected and published a sampling of guidelines that some newspapers were using. The object was to help newspapers develop rapport with advertisers, to give advertisers the newspaper requirements for handling preprints, and to provide the advertisers' commercial printers with some general specifications for preprint production.

While most of the 1978 guidelines are still applicable today, changes in web widths have altered some specifications.

Moreover, the volume of free-standing inserts handled by newspapers has grown significantly—from 24 billion in 1978 to 35.7 billion in 1983, the last year for which estimates are available from the Newspaper Advertising Bureau. For that reason alone, Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the task force that collected the guidelines, says it may be a good idea for newspapers to take another look at their preprint policies.

"It's a matter of doing right by the customer in the end," he says.

Whether the guidelines are included in the paper's general rate card, preprint rate card or some materials-handling manual, McDavid suggests that they cover:

• *Acceptability requirements.* Many newspapers reserve the right to reject preprints arbitrarily, while others request

samples of preprints that are in any way unusual. Some papers apply surcharges to potentially troublesome preprints.

• *The quantities supplied.* Advertisers are often asked to confirm print orders just prior to printing. Some papers advise advertisers on the waste factor involved with inserting different preprints and ask them to allow for a certain amount of spoilage. Other papers print disclaimers to cover any shortages that develop.

• *The dimensions of the preprints.* Some papers have established minimums for the number of pages per preprint and the thickness of the paper stock. Some also require that preprints be cut to a certain size and have folds of specified dimensions. Newspaper experts say the fold dimensions have changed with introduction last year of expanded Standard Advertising Units.

• *The pallet requirements.* Newspapers frequently require that preprints be palletized in a specific manner to validate counts easily and to facilitate handling. Other requirements can include that pallets be non-returnable and have a height limitation.

On the matter of the condition of preprints when they reach the newspaper, production experts note that improperly packaged and hence damaged preprints can jam automated mailroom equipment, and that heavy, improperly stacked inserts can impede both automated and manual mailroom operations.

"Once preprints are damaged," observes John J. Ford, ANPA manager/technical services, "there's not much you can do with them."

For these reasons, ANPA has suggested that:

• All preprinted sections be neatly bundled and stacked on the skids and tied with a minimum of four bands. Fully packed cartons of smaller preprints should not exceed 40 pounds.

• The tops of skids be the same size as the bottom, and preprints not extend beyond the edges of the pallet. Protective covering be placed on the tops and bottoms of skids, and cardboard sheets separate tiers of bundles.

• Folded edges of the preprints be positioned toward the center of the pallet. The sections should be flat with taut folds free of rolled edges, wrinkles and other distortions.

• Preprinted supplements, cards and envelopes not be tied together with wire, rope, string or rubber bands.

Copies of the original ANPA preprint guidelines are available from the Technical Services Department at The Newspaper Center in Reston. □

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PROFILE

Loren Ghiglione

Author, world traveler, national and regional leader, he shatters the stereotype of small-town editor and publisher

BY MARCIA RUTH
presstime staff writer

How does the publisher of an obscure 6,300-circulation daily become a national leader among U.S. journalists?

Watch Loren Ghiglione, publisher and editor of The News in Southbridge, Mass.

Sixteen years ago, at the age of 28, he brought the "dream to put out my own paper" to reality by purchasing what was then a six-page daily and making his home in its small New England factory town of less than 17,000.

This year, after marshaling the largest committee of the American Society of Newspaper Editors—on minority employment—he was the driving force behind the creation of an industry-wide steering committee to tackle this issue [presstime, March 1985, p. 67].

Only in the past few months did Ghiglione take steps to expand his ownership base beyond Southbridge, purchasing the Bristol Press, a 20,000-circulation Connecticut daily, plus two weeklies. In the 16 years since he bought The News, which has doubled in number of pages, he has added six free and five paid weeklies, for a combined circulation of 134,000 for Southbridge-based Worcester County Newspapers.

"He's a phenomenal person," says Richard D. Smyser, editor of The Oak Ridger in Tennessee, who as ASNE president appointed Ghiglione to chair the Minorities Committee last year. "Full of energy . . . very inspiring. . . . He's a true intellectual. He understands reality and he's got that drive," says Smyser. "I knew if you can get him involved in something, he would be totally involved."

Total involvement is the hallmark of Loren Ghiglione.

When he arrived in Southbridge in 1969, Ghiglione brought credentials that suggested he had no intention of fading gently into small-town obscurity. The former editor of Haverford (Pa.) college's newspaper, he had earned a law degree and a master's in urban studies from Yale University, and a doctorate in American civilization from George Washington University.

One of his first endeavors after purchasing the tiny Southbridge daily was to publish two special sections critiquing his paper. Then came a third giving the same treatment to the rest of Massachusetts' dailies.

In 1973, he initiated the New England Daily Newspaper Survey, drawing the critical eyes of nationally known journalism professors and editors to the tradition-bound region. Comments such as, "If the editorial page is the newspaper's soul, then a large number of New England dailies are in danger of going to hell," caused some unhappy newspaper executives to refer to the the 370-page volume as the "black book." But others acknowledge that the work had positive results, such as helping to eliminate many "canned editorials," which the study said were used by one-third of the dailies surveyed.

Ghiglione was "a controversial guest" at local newspaper meetings for a few years, chuckles Campbell B. Niven, publisher of the Times Record in Brunswick, Maine. But the brash young publisher-editor was no hit-and-run critic. He stayed on to become president of both the New England Press Association and the New England Society of Newspaper Editors.

When E. Bartlett Barnes, a member of the NEPA board to which Ghiglione first brought his survey proposal, sold his Bristol Press this January, he said he was "very comfortable" with Ghiglione as the new owner. "He's got the same kind of philosophy," says Barnes, retiring at 77 as publisher of the 114-year-old paper his family had owned for 83 years.

Though raised in New York and California, Ghiglione fits right in with New England family traditions, says William Patton Jr., NEPA executive director. Loren's wife Nancy, a Bryn Mawr College history major, is vice president of Worcester County Newspapers, and their daughters Laura and Jessica, now seven and 12, have virtually grown up in the newsroom.

Critical of the growing dominance of group-owned over independent-owned newspapers, Ghiglione edited a book, *The Buying and Selling of America's Newspapers*, which begins, "The daily newspapers of the United States are being put in chains, newspaper chains."

"I think the newspaper industry needs new faces running papers, and I'm not just talking about hired hands," he says. "It needs entrepreneurial types who have a love of a newspaper as a news medium, and the prices have been bid up so high that entry into the field is virtually impossible. That depresses me, because I think newspapers would be healthier if there were more people out there who saw themselves putting out their own paper, not at retirement age, but when they're 'full of beans.'"

"Full of beans" he is. "Up 'till 2 a.m. and in the office at 6:30 in the morning," says The News' executive editor, George Geers. "He reads so fast. There is so much he has to say." And to see. Trips to Europe, China, the Middle East, Central America and Russia provide food for The News' editorial pages. He has written 107 pieces so far on national defense. Currently, he is collaborating on a book on news coverage of nuclear arms.

What's next for Ghiglione? Perhaps Africa, India, Vietnam, Tibet or a return trip to China, a book on Soviet journalists, or an update of his doctoral thesis on 20th century press criticism, reviving the interest he pursued as a member of the National News Council. He's already edited a book on editors. But the one he's always wanted to write would be based on his collection of fictional characterizations of journalists—already up to about 700. "What the people out there think about the press is based about as much on fiction as on reading (newspapers)," he says.

Including stereotypes of small town editors and publishers? □

With an efficiency, used car, peanut butter and byline, what more could one want?

BY STEVE NASH

I finished my work on a survey of wages and salaries at weekly and small-circulation (to 21,000) daily newspapers in Virginia recently. And I found myself wondering, after the figures were totaled, about questions that don't get answered in such surveys.

For instance, what's it like, as a reporter, to make ends meet on a salary of something over $11,000? That was the average among the 44 papers that participated in our survey, and the pay dipped below $9,000 in some cases.

No one feels that he gets paid what he's worth, and nothing could afflict a newspaper's profit margin with something like anorexia faster than an ill-advised round of raises in the editorial department.

But the question nagged at me just the same: What does $11,000 buy for a hypothetical reporter these days in a modest-sized Virginia community with a rip-snorting newspaper? What's it like, for example, where you live? I browsed for answers in the grocery ads and the classifieds of some of our survey participants. Let's compare notes.

Efficiency apartments were going for about $200 a month in most places—sometimes more.

Then, a car. A salesman who talked with me over the phone said that for nothing down and $150 a month, I can get a five-year-old Chevy Citation with 80,000 miles on it. Add a tank of gas a week at $10, or $45 a month, and repairs and maintenance averaging, say, another $50 a month with gingerly driving and a lot of luck. Insurance? A woman of 22 with an honorable driving record will pay $409.20 a year in a rural county, my agent tells me. (Most journalism students are women, these days, at my university and nationally.)

We've spent about $5,749 so far and have almost half the salary left over.

Am I talking your game out there?

Well, let's see: clothes. I'd say the smartly dressed if somewhat frayed reporter can get by on $250 a year if she doesn't care anything about clothes, plus $50 for dry cleaning, in case the car breaks down on the way to night story assignments and warrants on-the-road repairs.

Steve Nash

Food's tougher to estimate. I need something quick and dirty. Anyway, it's pretty obvious by now that Ms. Hypothetical is getting by in style.

So figure orange juice, coffee and a sausage biscuit at McDonald's for breakfast at $1.80, and a Big Mac and a chocolate shake at night for $2.10. All year long. For lunch, peanut butter sandwiches and apple juice. You check your grocery ads. The ones I saw had 28 ounces of peanut butter for $2.49, a 22-ounce loaf of bread for 45 cents, and 48 ounces of apple juice at 85 cents. That's enough for a week. Multiply by 52. Throw in a can of Budweiser to wash it down with every third day, at the sale price, and the year's food bill comes to $1,668.38.

Reporters don't get sick, so we can skip medical bills, and they haven't got time for entertainment, either. But there are some other extras: toothpaste to get rid of the peanut-butter aftertaste, two dental checkups, laundromat tariff and the like, $500; phone bills, with the new anti-trust discount, $120. Running total $8,337.

Heck, I thought, with a margin of $2,700 a year, that reporter can invest in blue-chip stocks, take a trip to Disneyland, buy a younger car or get married! Terrific!

My brief idyll melted away when I recalled our reporter's patriotic obligations to the President, Virginia, and a secure retirement. I make Social Security out at $770, and state and federal taxes at $1,664. That leaves us at $10,771, with a handsome $229 at year's end for Christmas presents, a valve job and a movie. Dutch, of course.

I leave the fairness of my cost-of-living estimates for you to judge, but remember, that $11,000 isn't a starting wage—it's near average, in our survey.

For comparison, a University of Richmond 1984 liberal arts graduate's *first* job paid, on average, $16,458. That's not just a different ballpark. If we're talking about recruiting good students to the profession, it's a different league.

There is no appeal from the bottom line and the need for a fair profit, and I would be the last to presume that any and all publishers could improve the pay picture. Nor is this just Virginia's problem. Southern Newspaper Publishers Association payroll surveys show similar figures for comparable circulation classes.

But is there a bare possibility that some newspapers can afford more, and that it's time for a review of the pay schedules? I hope so. If not, the consequences for quality and commitment in editorial employees are inescapable.

On the other hand, I told myself not to worry. Good reporters, as everyone knows, are very smart, but paradoxically and quite unlike other smart people, they don't care about money. All they really want is a by-line and a working phone—and a year's supply of peanut butter. □

Nash is journalism coordinator at the University of Richmond. He was a newspaper reporter for five years in North Carolina and California before entering journalism education. This article appeared originally in the newspaper of the Virginia Press Association, Virginia's Press.

COURTS

Free weeklies file antitrust suit against Nebraska dailies

The publisher of a group of free distribution weekly newspapers in Lincoln, Neb., has filed an antitrust suit against the State Journal Co., publisher of the Lincoln (Neb.) Journal, and Lee Enterprises, publisher of The Lincoln Star, in connection with a shopper publication and a commercial printing operation.

Also named as a defendant is the Journal-Star Printing Co., which performs non-editorial functions for the papers in a joint operating agreement.

Sun Newspapers of Lincoln alleges the defendants have "monopoly power" in the daily and Sunday newspaper markets and are attempting to expand that monopoly to the weekly and shopper market through Value Plus, a shopper distributed free to non-subscribers.

It also charges them with bidding for commercial printing jobs at prices below cost.

And it says that distributing the shopper and engaging in commercial printing are not activities exempted from antitrust laws by the Newspaper Preservation Act, which permits JOAs.

Paul McCue, general manager and chief operating officer of the Journal-Star Printing Co., had no comment on the suit. □

COURT BRIEFS

• A three-judge panel of the 9th U.S. Circuit Court of Appeals ruled that awarding **exclusive cable-TV franchises** when public utility facilities can accommodate more than one cable company violates the First Amendment.

The March 1 ruling, on an appeal by Preferred Communications Inc., sends the case back to a U.S. District Court, which had dismissed it. Preferred sued when Los Angeles denied its request for permission to string its cable in a section of the city because it had refused to take part in the franchise bidding process.

• A Court of Common Pleas judge March 13 **dismissed a libel suit against The Philadelphia Inquirer** filed by four Philadelphia police officers over a series of articles for which the newspaper won the 1978 Pulitzer Prize for public service.

Judge Charles A. Lord, who said the officers were public figures at the time the articles were published, found there was no evidence of actual malice on the part of the newspaper.

• A hearing is scheduled April 4 in U.S. District Court in Camden, N.J., on a motion by the Los Angeles Times-Washington Post News Service to dismiss an antitrust suit brought against it by The Gloucester County Times of Woodbury, N.J.

The paper alleges the **news service's exclusive contract** with The Philadelphia Inquirer is a trade restraint violating the Sherman Act.

• The Kentucky Supreme Court has upheld a lower court order requiring reporters for the Lexington Herald-Leader to **make their notes available** in the pre-trial discovery process to the plaintiffs in a libel suit against the newspaper. The order allows the newspaper's attorney to delete the names of sources and any other portions of the notes that do not refer to the issues raised in the case.

• The Supreme Court of Georgia announced that beginning July 1 the state's trial judges will have the discretion to permit **photographic coverage of trials.** Previously, trial courts had to seek approval from the Supreme Court.

• Utah news media organizations are continuing their protest of the federal Mine Safety and Health Administration's conduct of its inquiry into the 1984 Wilberg Mine disaster in which 27 miners were killed.

U.S. District Court Judge David K. Winder Feb. 1 ruled that the MSHA could not continue to conduct **hearings that excluded the public and the press,** but he permitted MSHA to conduct investigatory interviews in private.

• The U.S. Supreme Court has affirmed a lower court ruling that invalidated Indiana's law prohibiting the **disclosure of information** in sealed court records before a defendant has been arrested.

The Greensburg Daily News challenged the law after a Decatur County judge ordered it not to publish a story identifying a suspect in an arson case.

Supreme Court leaves intact ruling on circulation district managers

The U.S. Supreme Court has left standing a decision holding that circulation district managers of The Oakland Press in Pontiac, Mich., are supervisors.

The decision by the 6th U.S. Circuit Court of Appeals rejected a contention of Local 372 of the Teamsters that the newspaper was "equitably estopped"—that is, bound by a prior action—from claiming the district managers are supervisors exempt from coverage under the Taft-Hartley Act [presstime, Aug. 1984, p. 49].

At one time, when the company's juvenile carriers were characterized as independent contractors, the company had recognized the district managers as employees covered by the act and they were represented by the union. In 1976, however, the newspaper reversed its position and refused to bargain with the union, claiming the district managers were actually supervisors. The union then filed an unfair labor practice charge with the NLRB.

The board subsequently found that the carriers were employees and that the district managers were their supervisors.

The 6th Circuit affirmed the board's decision but remanded the case on the narrow issue of equitable estoppel. The union appealed to the court after the board upheld the company's position. □

ANPA panel to study state libel issues

The ANPA Legal Affairs Committee has formed a sub-group to review punitive damages and other libel issues governed by state laws.

The group will review the February recommendation of an American Medical Association task force that a federal law be enacted to provide incentives to states to change their tort laws so as to eliminate punitive damages in malpractice cases.

It also will look at the proposal of the Reporters Committee for Freedom of the Press for a federal law to limit or eliminate punitive damages in public-figure libel cases [presstime, Jan. 1983, p. 14].

The group was formed during the Legal Affairs Committee's March 6 meeting in Washington, D.C. □

Judge says this libel suit was a 'petulant' action

Editor's note: Some of the strongest and clearest language on libel to come down from a bench in some time was issued Feb. 11 by Pinellas County, Fla., Circuit Judge Maynard F. Swanson Jr. Swanson granted the St. Petersburg Times' motion to dismiss a television station's libel suit against it and Times television critic Karl N. Vick. At issue were columns in which Vick commented on employment and other practices at WTSP-TV. The station said it will file an amended complaint. Following are excerpts from Swanson's order.

Under Florida law publishing a written defamatory statement is actionable only if the statement contains false assertions. To permit a plaintiff to sue for damages for defamatory written statements that insinuated bad things without requiring that some of those statements also be false, is not only not permitted but is prohibited by the U.S. and Florida constitutional prohibition on restrictions of free speech and free press. To do as Plaintiffs request would permit judges and juries to sit as "super editors" of written statements, judging whether in their opinion the written statements conformed to some nebulous standard of good taste or nicety. This is repugnant to our constitutional republic and would be a dangerous erosion of the rights of speech and press.

Maynard Swanson Jr.

Plaintiffs are public figures. Plaintiff corporation exists solely for the purpose of broadcasting electronic signals over the public airwaves to any member of the public who chooses to listen or watch, with no right of the Plaintiff corporation to prohibit anyone from watching or listening to its signals. Furthermore, Plaintiff corporation is subject to the continuous scrutiny and licensing of a public agency (the Federal Communications Commission), which . . . encourages public scrutiny and comment on the operations of Plaintiff corporation. The individual Plaintiff in his capacity as manager of Plaintiff corporation must share in the limelight. How much more public can any person or corporation be?

The complaint fails to set forth the truth of statements alleged to be false.

The alleged false statements were all contained in written articles clearly labeled as criticism and were not presented so as to imply that they were news. The common definition of criticism is the act of passing judgment as to the merits of anything or the act of passing severe judgment; censure; fault finding. Anyone reading the articles in question should have expected them to be judgmental and possibly censurous. At what point does criticism become defamation and actionable if falsity is not required? Plaintiffs' complaint represents a dangerous cooling of the freedom of speech and the right of persons to freely and publicly criticize what they don't like. . . .

Plaintiff corporation had its own means to rebut the alleged defamation by broadcasting such rebuttals over the public airwaves it is licensed to use, possibly reaching more persons than those who read Defendants' alleged defamation. In doing so Plaintiffs and Defendants would then be engaging in a public dialogue and debate that is so very desirable in our democratic society. The law of libel should distinguish between persons who have equal or greater opportunity to rebut libelous statements to the same audience than the libelor and persons who have no opportunity to rebut and are subject to the whims of a monopoly press or electronic media.

Plaintiff's complaint is a petulant response to the alleged defamation by Defendants, and it appears to be motivated more by desire to quiet the criticism of a competitor than to redress any wrongs done to it.

The excessive litigiousness of many Americans to which Chief Justice Warren E. Burger so often complains is amply demonstrated by this complaint, a veritable tempest in a very small teapot. □

REGULATIONS

Two attorneys named to NLRB

President Reagan has nominated a career government attorney and a management attorney to fill two vacancies on the five-member NLRB.

The board has been operating with but three members since Don A. Zimmerman left Dec. 16 [presstime, Dec. 1984, p. 54].

The nominees are Wilford W. Johansen, 56, the NLRB regional director in Los Angeles, and Marshall B. Babson, 39, a partner in a New Haven, Conn., law firm.

Johansen has the endorsement of organized labor.

"He's neutral, is a career employee and knows the law," said AFL-CIO spokesman Murray Seeger. He said the federation has not taken a position on Babson but is "looking into his record." □

REGULATORY NOTES

• ANPA, following approval by its Telecommunications and Executive committees, proposed March 11 that it be certified by the Federal Communications Commission as the "**frequency coordinating committee**" for the Relay Press Radio Service, a block of frequencies for two-way radio communication use by newspapers and wire services.

The Association said it would contract with a consulting engineer to do the preliminary processing of applications. A committee of ANPA members would then act on the applications before forwarding them to the FCC [presstime, March 1985, p. 37].

• ANPA has urged the FCC to act "without further delay" on a petition by **Cox Cable Communications Inc.** for a ruling that the commission has pre-empted local regulation of the use of cable TV for two-way data transmission.

Cox appealed to the FCC in April 1983 after the Nebraska Public Service Commission ruled that Cox must apply for certification as a common carrier for two services it was offering or planned to offer in Omaha [presstime, Nov. 1984, p. 37].

• The Internal Revenue Service hopes to award a contract this year for an automated service to **monitor the media coverage** its press releases receive.

The IRS plans to contract with a firm that would search newspapers and other publications for references to tax information and, using a computer, match the stories with IRS releases.

Newspaper business weighs options for response on tax issue

The newspaper business has to move fast if it intends to try to convince congressional drafters of tax simplification measures not to press for provisions changing the tax treatment of circulation expenses, the ANPA Government Affairs Committee has been told.

Two bills currently are before Congress that would require circulation expenses to be amortized over five or 10 year periods instead of being deducted in the year in which they occur, as the current law allows [presstime, March 1985, p. 36].

The prospects for the legislation were discussed at the March 7-8 meeting of the committee in Washington, D.C.

James H. Davidson, a Washington, D.C., attorney who is working with ANPA to determine the effect such changes would have on newspapers, said he expected new Treasury Secretary James A. Baker III to consult with the authors of those bills, Sens. Bill Bradley (D-N.J.) and Robert W. Kasten Jr. (R-Wis.) and Reps. Richard A. Gephardt (D-Mo.) and Jack Kemp (R-N.Y.), as his department revises its tax proposal. The original Treasury tax package did not include any change in the tax treatment of circulation expenses.

Noting that Baker has said he wants the new proposal finalized in early May, Davidson told the newspaper executives: "We have between four and six weeks to make a case."

Media attorney Floyd Abrams told the committee that it is time "for the press to make its peace with the existence of libel law." Although libel law poses some major problems for the press, he said, some of the law also serves the public interest.

"What we—you—must learn to do, I submit, is to live with libel law and to change libel law to make it work" to protect the public "without inhibiting the journalistic resolve or ability to go about your business."

He suggested that one way to do that is to "try to deal directly, either at the state legislative or state or federal judicial level, with the genuinely threatening problems libel law now does pose."

The first problem that should be addressed, he said, is large monetary judgments. He said punitive damages should be abolished, and suggested efforts toward making summary judgment "far more available in libel suits."

Abrams also said the media should "push, on a case-by-case basis, for expanded uses of special questions to jurors" as occurred recently in the Sharon libel trial. (See story, p. 24.)

In other business, the committee received status reports on legislative efforts in the states to regulate the use of video display terminals. (See story, this page.) It also was informed of a national coalition in which ANPA is involved that will serve as a clearinghouse for information on VDT use [presstime, March 1985, p. 72].

Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said ANPA will be hiring a staff member to follow legislative initiatives, such as VDT bills, in the states.

The committee said it will explore the possibility of seeking changes in congressional rules to ensure that bills that would provide exemptions to the Freedom of Information Act are considered by committees with jurisdiction over the FOIA. Press groups have had a difficult time tracking such legislation.

It also endorsed ANPA's involvement in the Free Marketing Coalition, a group of media organizations working against governmental restrictions on alcoholic-beverage advertising.

Meeting at the same time as the ANPA committee, and in the same hotel, was the annual Government Affairs Conference of the National Newspaper Association. The conference attracted a record 475 participants. □

ANPA Chairman and President Richard J.V. Johnson (right) meets with NNA President Eugene D. Johnson at the NNA Government Affairs Conference.

Half of all states considering VDT legislation

Legislation to regulate video display terminals is now pending or is expected to be introduced in almost half the legislatures in the United States.

In Oregon, a bill that would authorize the state director of workers' compensation to develop voluntary guidelines for the selection, installation and use of VDTs was passed by the state's Senate and sent to the House.

Testifying Feb. 27 on behalf of the Oregon Newspaper Publishers Association, ANPA Director/Technical Research George Cashau told the House Labor Committee that guidelines on such matters as furniture height, style, keyboard angles and screen phosphor should not be prescribed by government.

Rather, Cashau said, the natural forces of the marketplace should be allowed to operate: Penalize a manufacturer selling ergonomically inferior VDTs and furniture and reward a manufacturer that produces a quality product.

He reported that more than 60,000 VDTs are now in use in the newspaper industry in the United States.

ANPA Manager/Environmental Services Richard W. Neergaard testified along the same vein March 5 before the Maryland House Economic Matters Committee on behalf of the Maryland-D.C.-Delaware Press Association. Subsequently, the committee reported the bill unfavorably.

In Iowa, there was a joint hearing March 19 by the Senate State Government Committee and House Labor and Industrial Relations Committee.

Other hearings scheduled before legislative bodies include: March 28 in California, April 2 in West Virginia and April 11 in Massachusetts.

In Rhode Island, a VDT study commission voted 8-2 against recommending VDT legislation [presstime, June 1984, p. 37]. The commission found "no conclusive evidence which indicates any detrimental effects on terminal users from radiation," and concluded that there was no need for regulation of VDTs.

The commission did recommend that the U.S. Congress fund scientific studies on VDTs in the areas of emissions, user comfort and stress. It also recommended that the Rhode Island Department of Labor develop a brochure and training program on users' comfort. □

Minority training programs varied and expanding

After years of complaining that there are not enough minority journalists to go around—not enough being turned out by journalism schools or not enough coming up through the pipeline from smaller papers—an increasing number of newspapers are creating their own job candidates.

Large and small, they are reaching down into high schools with programs designed to pique interest early and to encourage long-term commitment to journalism as a career. At the college level, newspapers are reaching beyond the few minority students already tracked into journalism programs.

In Syracuse, the Newhouse Newspapers-owned dailies started a new program in February for high school students. They receive course credit for journalism classes held at the newspaper office three days a week. This year, one or two top performers will be offered full-tuition scholarships at Syracuse University's S.I. Newhouse School of Public Communications and part-time jobs at one of the newspapers.

"We really think if we can tap into talent in our own backyard, we would be dealing with people who have a stake here, who feel comfortable in this city. . . . [who are] not leaving to take jobs elsewhere," says Timothy D. Bunn, managing editor of the evening Herald-Journal and Sunday Herald American.

While Syracuse is focusing on local talent, the Los Angeles Times is completing the first year of a program aimed at selecting the cream of national candidates and honing their skills for jobs at the nation's large metropolitan dailies.

Judging from the job offers tendered so far, the Minority Editorial Training Program, or METPRO, has succeeded in its objective. One of the seven participants has already accepted a reporting job with the Dallas Times Herald and another with the St. Petersburg Times. At press time, the other five were weighing a variety of offers.

The 11-month program, funded half by the Times and half by The Times Mirror Co., is divided into several segments. For the first eight weeks, it's "back to basics" with full days devoted to the equivalent of academic journalism courses, said METPRO Director Ron Harris, an assistant metro editor at the Los Angeles Times.

Stephen D. Cannerelli, Syracuse Newspapers

Education reporter Jay Goldman of the Syracuse Herald-Journal explains the newspaper production process to minority high-school students.

For the next two months, the participants are assigned to the police beat. Then they write for one of the Times' twice-weekly suburban editions. Finally, they spend five months with the Times' regular daily operation.

Throughout this process, their work is carefully edited by Times staffers, and as they move through the program, more of their stories are published in the paper.

A diverse group, the first seven are graduates of institutions as different as Harvard University and a small black Southern college. Competition for METPRO is intense. This year there are about 200 applicants for what will probably be ten places in the class of 1985-86.

There are also a number of programs designed to attract minorities to small papers, which historically have had lower minority representation than metropolitan dailies [presstime, Aug. 1984, p. 14].

• Landmark Community Newspapers, a division of Landmark Communications, has placed a minority journalist on the corporate payroll, waiting for an appropriate opening at one of its 26 small weeklies or dailies.

Landmark is doing this to avoid one of the most frequent Catch 22s of small papers seeking specific applicants—that their openings do not always coincide with the appearance of a minority candidate, and their staffs are too small to take an extra person on the payroll until a position opens up.

• In Florida, the Tallahassee Democrat is nearing the end of the first year of a minority intern program, worked out on a semester basis with the School of Journalism at Florida A & M University and supported by funds from Knight-Ridder Newspapers.

This program appears to have broken through another frequently cited barrier to hiring minority graduates of journalism schools—that only a small percentage aim for jobs with newspapers. "Most of them came not as print majors, but in broadcast and public relations," said Managing Editor William C. Fuller. "But a significant number" from the first group of 12, he said, "have suddenly decided their real heart is in print journalism."

Three former interns are now on the Democrat's payroll, and at least one of the others has been hired by another small Florida paper. □

New Committee focus is on everyday phone concerns

Prior to the AT&T divestiture, many in the newspaper business focused on the breakup's potential impact on electronic publishing. But the breakup also has widely affected daily telecommunications—such as telephone service—at newspapers.

The fast-growing range of telecommunications services and suppliers represents a new focus for the ANPA Telecommunications Committee. The group addressed some of the emerging concerns at its meeting March 5-7 in Washington, D.C.

The committee also established a task force to examine the development of communications networks and accompanying technical standards. And it recommended that ANPA take several actions on the telecommunications regulatory front.

Concerning daily problems faced by newspapers in a post-divestiture world, William G. Hooper, director of telecommunications consulting services for Price Waterhouse, sketched a broad range. It included minimizing telephone costs and finding managers with the expertise to make telecommunications decisions.

The AT&T breakup, while helping to lower long distance rates and foster an array of new products, has a "down side," said Hooper, who has been a consultant for the Chicago-based Tribune Co. Newspapers have to deal, he said, with a new set of suppliers, faster obsolescence of equipment and worries about whether suppliers will be around following a shake-out period.

Telecommunications products now generally have a competitive life cyle lasting not more than three years, Hooper said.

The Tribune Co.'s James Longson said that before divestiture the company took a passive approach to telecommunications: "We placed orders; they (AT&T) provided service."

Telecommunications was regarded as a utility like lights or water, or more generally, a service, where given the cost, use should be minimized. Now the Tribune Co. considers telecommunications equipment assets to be used as productively as possible, said the vice president of strategic planning and development.

Committee Chairman Uzal H. Martz Jr. tapped Leonard P. Foreman, director of planning and chief economist for The New York Times Co., to lead the new task force.

Besides studying growth in communications networks, the task force will consider ways to make videotex services more accessible to personal computers.

In a discussion of public-policy issues, the committee recommended to the ANPA Board of Directors that the Association file comments in a Department of Commerce proceeding involving local packet-switching networks.

The committee also suggested that Association officials meet with representatives of Bell Atlantic to suggest ways the company can structure its audiotex tariff so as not to derive revenue from the information part of the service. If Bell Atlantic will not restructure the tariff, the committee recommended that ANPA consider filing a complaint with U.S. District Judge Harold H. Greene.

Chesapeake and Potomac Telephone Co.—a part of Bell Atlantic—has proposed offering audiotex services in Virginia, Maryland and the District of Columbia. ANPA has said the tariff, as currently structured, would be inconsistent with provisions of the AT&T antitrust consent decree [presstime, Oct. 1984, p. 28.]

In addition, the committee recommended that ANPA participate in Federal Communications Commission proceedings on information services delivered over cable television systems. The committee believes information services should not be regulated.

In other business:

- Plans were sketched for a transmission service called X*Press, which Data Cable, a recently formed company, plans to introduce.

The service is intended to link information providers, which could include local newspapers, via satellite and cable television lines to subscribers. The partners in Data Cable are Telecrafter Corp. and Tele-Communications Inc., a company that Kearns-Tribune Corp., publisher of The Salt Lake Tribune, helped start. Kearns-Tribune now owns about 8 percent of TCI.

- Jack C. Clifford, chairman of Colony Communications Inc., told the committee that his cable company has been highly successful in attracting advertising. Clifford said Colony has per-subscriber advertising revenues that are five to seven times the industry average. Colony is a wholly-owned cable television subsidiary of the Providence Journal Co. □

Business booms after videotex service drops news

Cowles Publishing Co., publisher of The Spokesman-Review and Spokane Chronicle, is finding its videotex subscribers are much more interested in talking with each other electronically than in news.

During January, the company cut monthly subscriber rates from $9.95 to $5 as it stopped offering news over its videotex service. Until last October, the monthly rate was $19.95.

Since January, the number of paying customers has more than doubled. Shaun Higgins, director of electronic publishing, said the service had about 140 paying customers in mid-March, compared with 65 in December.

The company laid off the two employees who edited wire copy and local news for the news service.

Under the new setup, existing Cowles Publishing staff and equipment cover all the services' needs. The only extra expense is for telephone-line charges, said Higgins, who is also manager of consumer marketing and public relations for the company. The videotex service is profitable under this arrangment, he said.

Higgins said some telling numbers emerged during a December survey at what subscribers read. The most popular news item, the news digest—if called up by every subscriber once a day during that month—would have been used 2,015 times. It was used 60 times. But subscribers used an electronic bulletin board about 900 times, he said.

The current service is "very much like electronic mail," offering "mailboxes" at the receiving computers and an electronic bulletin board for the system's users. The software also lets subscribers play an electronic question-and-answer game, called Dr. Know, with the Cowles computer.

Before dropping the price to $5, the company tried for a short time charging $9.95 a month while keeping the news format and adding new features. Few new subscribers signed up until the fee dropped to $5, Higgins said.

At the initial rate and format, the product was "higher priced than a newspaper" but "less convenient to use," he said. "That's a hard sell."

Higgins said he still believes videotex has a future at newspaper companies, but the service will "have to be more than news" to be able to charge enough to make it profitable. □

Greene says he's 'comfortable' with AT&T breakup

A disarming Judge Harold H. Greene, facing a roomful of newspaper executives March 7, defended his role in the AT&T breakup but said he could claim neither the praise nor the blame.

Greene, addressing a joint meeting of the ANPA Telecommunications and Government Affairs committees, said the antitrust lawsuit leading to the breakup was brought and settled by the Justice Department, which filed the suit in 1974 and played a key role in its settlement.

But a recent Fortune article called Greene "the national telecommunications judge" and noted his background includes such achievements as drafting language for the Civil Rights Act of 1964 and the Voting Rights Act of 1965—both while he was working at the Justice Department.

Greene, who presided over the breakup from the bench of the U.S. District Court, Washington, D.C., told the newspaper executives, "I'm perfectly comfortable with the decree and the breakup." During his talk, he concentrated on effects of increased competition resulting from the breakup. He touched only briefly on the seven-year ban against AT&T's involvement in electronic publishing.

While acknowledging problems with service and phone bills that have followed divestiture, Greene said "those things will sort themselves out." In the meantime, competition has helped lower long-distance rates and has brought pressure for innovation, he said.

Greene suggested that innovations in telephones could have been available 10 to 20 years ago, but they have only recently reached the market because of competitive pressure.

The same forces, Greene said, will spur innovation on a broad scale, allowing the nation to reap benefits "long after the problem of how to read the telephone bill will have been forgotten."

In his speech, Greene traced the history and legal rationale for the breakup of AT&T and guidelines for local Bell operating companies' expansion into other businesses.

Greene presided over the case from 1978 through the 11-month trial that resulted in settlement and the August 1982 consent decree [presstime, Jan. 1984, p. 10].

For seven years, the judge said, Congress had the opportunity to deal with issues in the pending case. But it did not act. Defending the judiciary's role, Greene said, "You can't just say, 'Well, it would be nice if someone else took action.'"

After the decree was proposed, 120 groups or individuals, including ANPA and half the states, filed comments. "Not one of the comments said the breakup of AT&T wasn't in the public interest," Greene said.

Referring to the local operating companies' wish to diversify, he said, "There is much commotion on that," and the companies are filing waiver requests "almost daily" to go into outside businesses.

Harold H. Greene

Because the operating companies retain a local monopoly, Greene said, they are prohibited from using telephone revenues in separate subsidiaries, going into the long-distance business or deriving more than 10 percent of total revenues from businesses other than local telephone service.

Also under terms of the decree, AT&T, now in a competitive environment, faces one restriction, Greene said—the seven-year ban on electronic publishing that ends Aug. 11, 1989.

The company still has, "de facto, a very large share of long-distance service, particularly in that kind of equipment most useful for quick and sophisticated transmission of news," Greene said.

"Those who want to compete with AT&T in electronic publishing ought to be given the opportunity to get established in that, and AT&T should not inherit that business, so to speak, by default."

At the end of the seven years, the prohibition would be extended if those favoring such a step "could show the ban is still required to permit competitors to flourish in electronic publishing," he said.

The reason for the lack of other restrictions on AT&T, Greene said, is if the company does not do a good job "we can go somewhere else." □

TELECOMMUNICATIONS NOTES

• The Federal Communications Commission has granted Southern Bell Telephone Co.'s request for a waiver to use existing equipment to help perform a type of **protocol conversion** as part of basic service [presstime, Feb. 1985, p. 11].

The protocol conversion will ease the introduction of local data networks and permit personal computers to receive transmissions from videotex services more efficiently.

ANPA and at least three newspaper groups—Knight-Ridder Newspapers Inc., The Times Mirror Co. and Dow Jones & Co.—all operators of videotex services—supported the waiver request.

• The FCC has recommended that Congress authorize it to collect "**cost-of-regulation**" fees from broadcast and other communications licensees and applicants.

Newspapers using two-way radio, cellular radio and point-to-point microwave transmissions could be affected.

• AT&T has proposed a **new digital service**, ACCUNET Switched 56 Service, which the company describes as "an economical alternative to dedicated private lines" for high-speed, long-distance transmissions.

The service would allow video and voice signals to be transmitted at 56 kilobits per second.

Information generally moves on a normally available circuit at 2.4 to 9.6 kilobits per second, an AT&T spokesman said. AT&T proposed, in a filing with the FCC, to start offering ACCUNET to customers April 12.

• Two major categories of **telephone tariffs** are under review at the FCC.

One covers subscriber line charges—a $1 monthly fee that business and residential customers would pay to local telephone companies. The tariff, filed March 15, was proposed to take effect June 1.

The second covers access charges for reaching private lines. These would be paid by long distance carriers to local telephone companies, and observers say the extra costs likely would be passed along to customers.

The tariff, filed March 15, is scheduled to take effect April 1. If approved, the special access charge would be the first one to take effect since the AT&T breakup.

2 newsmen killed, 1 kidnapped in separate Lebanon incidents

The toll was two dead and one kidnapped in March for journalists covering the conflict in Lebanon for U.S. news organizations.

Two Lebanese nationals working as a free-lance TV camera crew for CBS News were killed and their driver seriously wounded March 21 by shellfire from an Israeli tank during an Israeli army sweep through Shiite Moslem villages in southern Lebanon.

Protesting "what eyewitnesses have called an unprovoked and deliberate attack by Israeli forces," Edward M. Joyce, president of CBS News, demanded an investigation of the incident.

In response, Israeli Prime Minister Shomon Peres said the camera crew "took position in the midst of a group of armed men who were engaged in active hostility" against Israeli forces.

"I reiterate Israel's longstanding and unqualified commitment to freedom of the press and totally reject any suggestion that the incident was anything but a derivative of the tragic situation in Lebanon and the circumstances under which we are forced to carry out our duty to protect the lives of our soldiers," Peres wrote Joyce.

Asked about the incident at his press conference only hours after it happened, President Reagan said, "I'm quite sure in combat of that kind, this was not a deliberate killing. They were engaged in gunfire with armed persons who were in civilian clothes, not uniformed, as they would be in a war."

A French television correspondent on the scene and the surviving driver reported the CBS crew was not near any soldiers at the time the tank opened fire. They said that the crew members, with their equipment visible, were in the middle of the road, and that villagers—not soldiers—were nearby. They also reported that the car carrying the CBS crew was clearly marked "Press."

The presidents of ABC and NBC joined CBS in making protests to Peres, and the Brussels based International Federation of Journalists demanded an "immediate and full inquiry."

Just over a month before the incident, CBS and ABC had joined NBC News in protesting a Feb. 13 incident in which Israeli soldiers fired at, but did not injure, NBC News correspondent Bonnie Anderson and her film crew at a checkpoint in southern Lebanon. At that time, the NBC crew reported an Israeli soldier fired a gun within inches of Anderson's face and just over the head of a cameraman.

Between these two episodes, the Israeli army issued an order barring Beirut-based journalists from certain Israeli-occupied areas of southern Lebanon. According to the Feb. 25 order, journalists are only allowed to enter from Israel and then only if accompanied by an Israeli press officer and security escort.

There have been at least two reported incidents of journalists who work for U.S. news organizations being ordered out of the area since passage of this order. In early March five journalists, including two part-time Associated Press reporter/photographers who live there, were asked to leave southern Lebanon. On another occasion, an AP reporter and photographer were among several journalists detained and subsequently released by Israeli soldiers.

In contrast to the countryside battlescene in which the CBS film crew members were killed, the March 16 kidnapping of the AP bureau chief took place on the streets of Beirut. There, Terry A. Anderson was shoved into a car by three armed men. AP photographer Donald Mell, who escaped unharmed, was held at gunpoint while Anderson was taken away.

Anonymous phone callers have alleged that the kidnappers were part of the same radical Moslem sect, Islamic Jihad, that kidnapped Jeremy Levin, Beirut bureau chief for Cable News Network in March 1984, but the claims have not been verified. Levin was released in mid-February [presstime, March 1985, p. 39].

Journalists were not the only ones kidnapped in Beirut in March. Three employees of the French Embassy and two British citizens were also reported missing. □

IAPA asks Panama to lift press restrictions

Taking advantage of the presence of more than 200 participants at the midyear assembly of the Inter American Press Association in Panama City March 10-14, IAPA asked the Panamanian government to remove certain restrictions on press freedom.

One of 11 resolutions passed by the group asked Panama, which in May 1984 elected its first constitutional government in 16 years, to repeal a law that makes publication of "false news" a crime, punishable by prison terms for editors and closure of newspapers without due process of law.

Another resolution asked Panama to reopen the case of the newspaper La Prensa, whose assets were confiscated during a military coup in 1968.

Among other resolutions, IAPA:

- Asked Argentina and Colombia to remove duties imposed on newsprint
- Urged governments of several countries—Ecuador, the Dominican Republic and El Salvador—to stop the "use (of) official advertising to reward those newspapers and journalists who support them or punish those who criticize them"
- Opposed government agents' posing as members of the press.

The association's board also approved a letter from IAPA President Maximo Gainza, publisher of La Prensa in Buenos Aires, to Costa Rican President Luis Alberto Monge. Gainza requested an opinion from the Inter-American Court of Human Rights on whether Costa Rica's law requiring licensing of journalists is compatible with the Inter-American Human Rights Convention.

The action stems from the case of Stephen Schmidt, an American journalist convicted of violating the law while working for a Costa Rican newspaper [presstime, Jan. 1985, p. 47]. □

ANPA members may attend FIEJ meeting May 13-16

Executives of ANPA-member newspapers are eligible to attend the May 13-16 congress of the International Federation of Newspaper Publishers in Tokyo.

The theme of the 38th FIEJ congress is the Role of the Press in the Multi-media Society.

Registration forms are available from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston.

ANPA Secretary K. Prescott Low, president and publisher of The Patriot Ledger in Quincy Mass., will chair the May 14 working session, "Dealing with State Limits on Freedom."

Included on the five-member panel is James McClatchy, chairman of the board of Sacramento-based McClatchy Newspapers. □

IPI members request journalist's release; Leonard named chairman

Members of the International Press Institute adopted six resolutions relating to press freedom around the world and re-elected Richard H. Leonard, editor and senior vice president of The Milwaukee Journal, as chairman at IPI's 34th General Assembly in Cairo, Egypt, March 3-6.

One of IPI's measures urged President Ferdinand E. Marcos of the Philippines to release Satur Ocampo, former assistant business editor of the Manila Times, who has been under arrest for nine years under unproved charges of engaging in subversive activities.

In other resolutions adopted by the assembly, attended by press representatives from 45 nations, IPI:

- Urged the government of Auguste Pinochet to end its severe restriction of the press in Chile
- Called on the government of Paraguay to lift the ban on ABC Color, the nation's leading daily
- Advocated repeal or reform of Section 2 of the United Kingdom's Official Secrets Act, which IPI said "makes virtually every verbal and written piece of information circulating in Whitehall an official secret"
- Deplored the continued "harassment" of editors and journalists in South Africa, and the refusal to prosecute police who fired on journalists reporting a riot near Johannesburg Oct. 4, 1983.

In addition to Leonard's re-election, David Laventhol, publisher and chief executive officer of Newsday, Long Island, N.Y., was elected to the executive board. □

WORLD PRESS NOTES

- For the second time in three years, a president of the Athens Publishers Union was **shot to death**.

Members of a leftist organization called the November 17th Group claimed responsibility for the killing of Nikos Momferatos, publisher of the conservative daily Apogevmatini, Feb. 22.

As of late March, there had been no arrests in the case.

In 1982, the previous president of the publishers association, Tzotzis Athanasiades, was shot in his office, apparently by a different group of assassins. He was publisher of another conservative daily.

- South Africa's leading opposition newspaper, The Rand Daily Mail, will **end publication** April 30.

The paper, which crusaded against the government's racial segregation policy of apartheid, will be replaced by Business Day, an expanded version of the paper's business supplement.

A statement released by the director of South African Associated Newspapers, owner of the Daily Mail, said the paper lost $7.5 million in 1984 and nearly $23 million over the last 10 years.

- Severe **press restrictions** imposed by the military government of Uruguay were **lifted** March 4, three days after a new civilian government took office.

The controls, which had increased over the past year, involved censorship of both print and broadcast media [presstime, Feb. 1984, p. 32].

- The accused killers of a Chinese-American writer living near San Francisco **went on trial** in Taipei in mid-March.

One of the two men accused of shooting Henry Liu at his Daly City, Calif., home Oct. 15 is reported to be the leader of Taiwan's largest criminal syndicate, the Bamboo Gang. The other is reported to be a member of this group.

Liu, a naturalized U.S. citizen, was the author of a critical biography of Taiwan President Chiang Ching-kuo and numerous articles critical of the Taiwan government.

- At the first meeting of the executive board of the United Nations Educational, Scientific and Cultural Organization since U.S. withdrawal, delegates agreed to allow the United States to maintain an **observer mission**.

The special mid-February session was called to assess the impact of U.S. withdrawal last Dec. 31 from the UN agency, including the loss of one-fourth of UNESCO's budget [presstime, Jan. 1985, p. 25].

Meanwhile, the U.S. State Department has appointed a monitoring panel to keep tabs on UNESCO. Chairing the panel is Leonard Marks, treasurer of the World Press Freedom Committee.

Harold W. Anderson, WPFC chairman and president of the Omaha World-Herald Co., said press freedom issues would continue to be monitored at the UN agency through non-governmental organizations. ANPA belongs to three groups that observe such actions closely—WPFC, the International Federation of Newspaper Publishers and the International Press Telecommunications Council.

- K. Rupert Murdoch has announced plans to launch a **new London paper.** To be called the Post, and expected to resemble his New York Post, it will be published by News International, the British division of the Australian publisher's News Corp.

'Shoe' **By Jeff MacNelly**

TO ENSURE THE SECRECY OF THIS SHUTTLE MISSION, NASA HAS PUT THE COUNTDOWN IN SPECIAL CODE...
TEN... NINE... EIGHT...
17, 44, 21 ... HUT ONE!.. HUT TWO!...
©Jefferson Communications, Inc. 1985 Distributed by Tribune Media Services, Inc.
MACNELLY

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USPS proposes rules to end use of 2nd-class for TMC

The newspaper business in late March was preparing to respond to a "surprise" U.S. Postal Service proposal that would bar the controversial use of second-class mail for total-market-coverage programs.

Less-than-unanimous agreement was expected. ANPA opposed the proposed rule changes, while the National Newspaper Association still was deciding what position to take.

USPS, in a proposed rule-making published March 6, said TMC programs are "inconsistent with the essential nature of second-class mail as a vehicle for information and not for advertising."

The USPS proposal "would prohibit newspapers from mailing a second issue in a day on which another regular issue appears," said Tonda F. Rush, ANPA counsel/government affairs. It would mean that the approximately 200 newspapers using second-class for non-subscriber delivery—if they wish to maintain their TMC programs—would have to switch to third-class, use the second-class "requester" category, or get the TMC program out of the mails and implement a carrier-delivery system.

W. Terry Maguire, ANPA vice president/general counsel, said it may be possible for some newspapers to obtain two second-class permits and maintain second-class TMC delivery. Details would vary from paper to paper.

In many cases, the options would be more expensive than existing second-class programs. Many newspapers have reported saving thousands of dollars every week by mailing their TMC product second-class. There may be some cases, however, in which third-class would be less expensive than second-class because of favorable rates for heavier pieces.

Rush said the proposed rule-making "comes as somewhat of a surprise." It earlier was believed that the Postal Service had no objection to second-class TMC programs as long as they were conducted with strict adherence to the law.

In fact, some newspapers have reported receiving "approval" of their programs from postal authorities. Also, USPS had even objected to a complaint against second-class TMC programs filed at the Postal Rate Commission by Advo-System Inc. The Postal Service mainly argued that the commission lacked jurisdiction on the complaint. It also said the practice does not violate existing rules [presstime, March 1985, p. 38].

However, USPS later said the Advo complaint spurred it to review regulations and to determine that "clarifying amendments were appropriate." The Postal Service asked that the complaint be put on hold until the rules proposal is settled.

Subsequently, USPS said the TMC publications—which it dubbed "Plus" issues—have resulted in "blurring the distinctions first enacted by Congress" between second- and third-class mail.

To correct the problem, it proposed two rules changes.

The first would be an addition to the Domestic Mail Manual stating that "any issue which consists of more than 75-percent advertising or is distributed primarily to non-subscribers, and which is also delivered by the Postal Service on the same day as another issue of the publication appears, may not be mailed at second-class rates."

The second would amend the Domestic Mail Manual's definition of "complete copies" of regular issues. It effectively would prohibit more than one issue of a publication being mailed on the same day under one permit.

An exception would be issues designed to communicate "additional news and information received too late for insertion in the regular issue and not intended for advertising purposes." All others would be charged applicable third- and fourth-class rates.

In addition, the second new rule would require that local postmasters decide "which of multiple issues" for same-day delivery would be the regular issue.

Maguire said ANPA is especially concerned over the second part of the proposal. "If a newspaper wants to have two issues and one will cover national and international news, sports and business, and the second is a local news issue, how can a local postmaster decide which is the regular issue?" Maguire asked.

Such a determination would require the Postal Service to make "a terribly subjective judgment," he said.

Adding to the difficulties surrounding second-class, non-subscriber delivery is the fact that the newspaper business is not of one mind concerning it. Some publishers, particularly those of smaller newspapers, consider it to be "prostituting" second-class.

Max M. Heath, vice president/executive editor of Landmark Community Newspapers and chairman of the NNA Postal Committee, said it violates the intent of second-class mail. He said he agrees with Advo's complaint. However, in late March, NNA Executive Vice President W. Melvin Street said the organization had not decided what position it would take.

—C. David Rambo

Budget cut would cause 150-300% rate hikes

A Texas newspaper publisher testified that President Reagan's proposed elimination of the postal subsidy for preferred mail would have a "staggering impact" on small newspapers.

Roy J. Eaton of the Wise County Messenger in Decatur said Reagan's proposal would cause mail-delivery rate increases of "150 percent to 300 percent, depending on weight, sortation, percentage of editorial discount" and other factors.

Representing the National Newspaper Association, Eaton testified March 7 before the House Subcommittee on Postal Operations and Services.

ANPA plans to submit written testimony in opposition to funding cuts.

Postmaster General Paul N. Carlin, without taking a position on the merits of the proposed cuts [presstime, March 1985, p. 13], said in testimony before another House subcommittee that "revenue forgone," or postal appropriations needed to maintain rates for free and reduced-rate mail under Congress' 16-step phasing plan, is about $981 million. The current year's appropriation is $801 million.

"Under current law," Carlin said in remarks to the House appropriations subcommittee on treasury, postal service and general government, "if Congress decides not to provide the full appropriation," the Postal Service will have to increase the rates to make up the shortfall. □

ANPA, 4 other groups lay out objections to new rates

Five petitioners including ANPA have filed documents for the first round of briefs in a federal court appeal over new postal rates.

The Association, elaborating on concerns expressed in its earlier notice of appeal [presstime, Feb. 1985, p. 34], said among other things that the Postal Service governors "did not make adequate findings of fact and failed to provide a clear, reasoned explanation for their decision to accept the recommended decision of the Postal Rate Commission."

In its submission to the 2nd U.S. Circuit Court of Appeals, ANPA particularly objected to new bulk, third-class rates. They went up slightly Feb. 17 for pieces weighing up to 8 ounces. Rates decreased for pieces weighing more than 8 ounces.

The Association also objected to the commission's refusal to consider arguments that detached labels used in shared-mail packages should be charged as separate third-class pieces. Those labels now are charged only as part of the shared-mail package.

ANPA asked the court to set aside the new rates and order rate-making authorities to reconsider their decision.

Also appealing are:

- The Coalition of Non-Postal Media, which also said third-class bulk rates are unreasonably low
- The Direct Marketing Association, which said third-class rates were increased arbitrarily
- The Alliance of Nonprofit Mailers, which said discounts for third-class nonprofit mail should be bigger
- The American Postal Workers Union, which said a 4-cent, presort discount for first-class mail is too high.

ANPA Counsel René P. Brown said several other organizations have become intervenors in the case. □

2nd-class forwarding policy changed

The U.S. Postal Service has changed its policy on forwarding second-class mail in a way that may benefit readers.

Now, newspapers and magazines will be forwarded free for 60 days.

Previously, it was forwarded for 90 days, but recipients had to pay a fee.

U.S. rail labor talks in mediation; negotiations continue in Canada

Talks with all but one of the 13 railroad labor unions with which the nation's railroads negotiate on a national basis are now in mediation.

The list includes 10 of 11 non-operating unions, consisting of employees such as rail clerks who do not directly operate trains, and two operating unions, consisting of employees such as engineers who work on trains.

Technically, railroad contracts never expire.

But the moratorium on reopening the current three-year agreement for all of the unions ended June 30, 1984.

Frank N. Wilner, assistant vice president of the Association of American Railroads, said a railroad strike is possible this month or in May if unions and management are unable to reach agreement in talks that have been in progress since July 1984 [presstime, Oct. 1984, p. 60].

If the National Mediation Board declares an impasse in negotiations, a strike could be called 30 days after either side rejects arbitration. A strike can be delayed 60 days by creation of a presidential emergency board.

Meanwhile, in Canada, negotiations also are continuing between railroads and labor unions. Contracts there expired Dec. 31 [presstime, Jan. 1985, p. 51]. However, those contracts will remain in force until the parties are able to reach a new agreement.

And negotiations toward a new National Master Freight Agreement covering 180,000 Teamsters members are continuing between the International Brotherhood of Teamsters and U.S. trucking industry management [presstime, Jan. 1985, p. 51]. □

Bills introduced for Conrail sale

Legislation to approve Norfolk Southern Corp.'s purchase of Consolidated Rail Corp. from the U.S. government was introduced in March in both houses of Congress.

In a related development, the Senate Judiciary Committee is expected to review the transaction [presstime, March 1985, p. 63].

Senate Commerce Committee Chairman John C. Danforth (R-Mo.) said the deal will result in the government's receiving at least $1.2 billion in cash and $2.4 billion in tax benefits surrendered by Norfolk Southern.

The Norfolk Southern, which proposes to operate Conrail without substantial changes in the system, has said its purchase offer will expire at the end of this year. □

TRANSPORTATION NOTES

- The Interstate Commerce Commission and a federal court have approved the Soo Line Railroad Co.'s proposal to acquire the 3,100-mile **Midwestern core of the bankrupt Milwaukee Road for $571 million** [presstime, Sept. 1984, p. 53].

  Meanwhile, the Seaboard System Railroad has filed a series of lawsuits to block the acquisition. The Chicago Milwaukee Corp., parent of the Milwaukee Road, also plans a legal fight.

- The U.S. Supreme Court declined to review a case challenging the ICC's 1982 approval of consolidation of the Union Pacific Railroad, Western Pacific Railroad and the Missouri Pacific Railroad. The new entity is called the **Union Pacific System** [presstime, Feb. 1983, p. 47].

- As a result of a federal appeals court decision, **American Commercial Barge Lines Inc.** is now under control by CSX Corp., which also owns the Chessie and Seaboard System railroads. Competitors of CSX had challenged the purchase of the barge line in court [presstime, Sept. 1984, p. 53].

- Canada plans to **reduce regulation in the transportation industry** through revisions to its National Transportation Act, Transport Minister Donald Mazankowski said. He said the regulatory structure cannot handle many of the current pressures for transportation deregulation [presstime, Feb. 1985, p. 47].

- The average, per-mile **cost of operating a compact car increased 5.5 percent**—from 43.28 cents in 1983 to 45.67 cents in 1984, according to the Hertz Corp. Reasons cited for the increase included higher automobile purchase and more expensive financing.

NIE Week shows how newspapers can attract young readers

Comics, comics all you see,
Peanuts, Garfield and Nancy;
All the others you like, too,
Even some of them are new.
The best comics you will find,
Are all right here—there's every kind.
You can read them in the Press,
Because the Press is the best.

When The Asbury Park (N.J.) Press held a student poetry contest to celebrate Newspaper in Education Week, it was inundated with entries like the above, which was submitted by a nine-year-old third grader. The only stipulation was that the subject of the poem be something that appeared in the Press during NIE Week, March 4-8.

The newspaper got 2,800 entries in a similar contest it held last year, said Tom Dorick, NIE coordinator. This year it got even more, he estimated.

In Baton Rouge, La., the Morning Advocate and State-Times got almost double the number of new classroom orders for newspapers during their 1985 celebration of NIE Week as they did in 1984, reported Educational Services Director Steven F. Fitzgerald.

The Hartford Courant saw an increase in the number of students participating in its second annual design-an-ad and write-an-editorial contests, according to Deborah Brown, assistant public affairs manager, educational services. The winning ads and editorials were carried in a special supplement that ran during NIE Week.

Fourth-grade students clip articles from Baton Rouge newspapers during NIE Week.

Such positive reports are representative of this year's NIE Week in general, according to officials of the sponsoring national organizations. The observance reached all 50 U.S. states, Canada and seven other countries.

"The evaluations are just coming in now, but it looks like it has far exceeded our expectations," said James M. Sawyer, director of membership for the International Reading Association. "We involved more schools, more teachers, more students than any other time."

An equally positive assessment was given by Linda B. Skover, manager/educational services for ANPA Foundation, who says it appears that more newspapers, and in particular more weekly newspapers, were involved this year.

The Foundation and IRA joined in 1983 to launch national Newspaper in Education Week as a way to promote the NIE concept of using the newspaper as a teaching tool [presstime, March 1984, p. 38].

The IRA's Sawyer is encouraged by indications that more teacher-training workshops were held, something he feels makes it more likely that the impact of NIE Week will extend throughout the school year.

The Missoulian in Missoula, Mont., is one newspaper that this year held its first teacher-training workshop in advance of

Schwanke of The Missoulian conducts teacher training workshop.

NIE Week.

Despite a snowstorm, 80 teachers from throughout Western Montana turned up on Saturday morning, Feb. 9, for the half-day program, reported M. Lynn Schwanke, NIE coordinator. Only about 10 of them had prior NIE experience.

Teachers who participated in the workshop and then completed a lesson plan using the newspaper in the classroom were eligible to receive one unit of college credit from the University of Montana School of Education. About half of the teachers took advantage of that opportunity, says Schwanke.

In addition, these teachers were invited to submit their lesson plans to the newspaper; 24 did so, and the newspaper published them in a special section, "Teaching with Newspapers," during NIE Week.

In conjunction with NIE Week, The Missoulian also posted displays of student projects in a shopping mall, ran contests for the best editorial and for the best creative story based on a classified ad, and conducted an "adopt a classroom" program involving 20 local businesses that were paired with classrooms whose students designed ads for the companies.

Schwanke is considering expanding the program. "The educational benefits were just tremendous, and the enthusiasm on the part of the people in town was really great. I think everybody will be more interested next year," she said.

ANPA Foundation has mailed a questionnaire to all U.S. daily newspapers asking for information on their NIE Week activities. □

Panel to study high-school journalism education

The Journalism Education Association, a national organization of high school journalism teachers and publications advisors, has formed a commission to investigate the condition of journalism education in the nation's secondary schools.

Last November, at JEA's request, the National Council of Teachers of English adopted a resolution supporting the acceptance of journalism courses into the English curriculum.

And on April 11, the Committee on News and Editorial Education, which is made up of members of the American Society of Newspaper Editors and the Association for Education in Journalism and Mass Communication, will consider a JEA request for support.

A research paper presented in January to AEJMC's Secondary Education Division made the case for including journalism in the English curriculum. It described the "uphill battle" high school journalism has been waging for "respectability" over the last few years.

"Because it has not been a mainstream course in the language arts curricula in most schools, few educators, other than those in the minority who teach it, understand what it has done and is doing for students as they learn to write," explained John E. Dvorak, an adjunct associate professor at the University of Iowa School of Journalism and Mass Communication.

"And with a general tendency to return to the basics . . . many administrators and English teachers have looked upon journalism as a frill elective course that could be one of the first to go," he said.

Dvorak argued that journalistic writing courses have just as much, if not more, value as any other writing course in the high school language arts curriculum.

"Journalism, of all that is offered in the language arts, is one of the key basic courses," he said. "It has relevance; it has built-in objectives; it is transactional; it applies various liberal arts theories learned in other disciplines; it invites high level decision-making; it brings to life the need for the study of English grammar, usage, spelling, style, syntax."

He recommended that those interested in the issue study the "credibility" of journalism education as part of the language arts curriculum and circulate the findings to educational leaders and lawmakers.

Journalism programs need to attract and keep strong teachers, he said, and high school press associations should publicize research findings and express the concerns of journalism educators.

Dvorak is a member of JEA's Commission on the Role of Journalism in Secondary Education. The commission will hold its second public hearing April 13 at the JEA convention in Seattle to hear testimony from high school journalism advisors.

About $14,000 has been raised for support of the commission, and $60,000 more is needed to fund the two-year effort, according to JEA President Dorothy McPhillips. □

Scholastic writing contest winners named

Eight high school students have been honored as winners of the 1985 ANPA Foundation/Columbia Scholastic Press Association Journalism Writing Contest. The awards were presented March 15 during the 61st annual CSPA Convention at Columbia University in New York City.

The winners, selected from 4,093 entries, were:

- **News writing:** Alice Matsas, Churchill Observer, Winston Churchill High School, Potomac, Md.
- **Editorial writing:** Peg Doherty, Bear Facts, Bergenfield (N.J.) High School
- **Sports writing:** Jim Kirchman, The Lion, Lyons Township High School, La Grange, Ill.
- **Feature writing:** Jennifer Barrett, Silver Chips, Montgomery Blair High School, Silver Spring, Md.
- **Entertainment reviews:** Mike Kelly, Trapeze, Oak Park-River Forest High School, Oak Park, Ill.
- **General column:** Butch Huston, Student Times, Centerville (Iowa) High School
- **Sports column:** Peter Gallagher, Horizon, Lynbrook (N.Y.) High School
- **In-depth news/feature story:** Elizabeth Kelley, Trojan News, Longmont (Colo.) High School

Semi-finalists in the contest were selected by a CSPA committee. Final judging was done by Davis Merritt Jr., executive editor and vice president of The Wichita (Kan.) Eagle-Beacon. □

Program gets funding

Twenty-one newspapers and newspaper-related organizations and several private individuals have donated more than $2 million toward the continuance of the Journalists in Residence program at the University of Michigan.

The program, which provides fellowships for journalists at or near mid-career, embarked on a fund-raising drive last year when the National Endowment for the Humanities ended its financial support [presstime, Aug. 1984, p. 47].

Last summer, Knight-Ridder Newspapers and the Knight Foundation offered the program a $1-million "challenge grant" if it could raise a matching $1 million over the next three years. At the end of March, $2,083,875 had been pledged toward the goal of an endowment of at least $4 million, according to Director Graham Hovey. □

Study details major changes in newspapers' front pages

BY GUIDO H. STEMPEL III

There have been sweeping changes in newspaper front-page formats in the last two decades. A study by Sandra Utt of the Department of Journalism at Memphis State University and Steve Pasternack of the Department of Journalism at New Mexico State University indicates the extent to which various news ideas have been adopted. Their findings are based on a mail survey of 161 daily newspapers of more than 25,000 circulation. Response rate for the survey was 48 percent.

They found that 66 percent of the papers in their sample have modular front pages, 30 percent have horizontal front pages, and 4 percent vertical. Eighty-six percent of these papers use six-column pages.

The number of stories on the front page varies widely, but 68 percent of these papers normally have five or six stories. Only 8 percent do not jump stories from the front page. Eighty-six percent do not always put the flag or nameplate at the top of the page, and 37 percent never put it there.

Thirty-four percent of the respondents said their paper regularly uses four-color pictures on the front page, and another 28 percent said four-color pictures are used at least occasionally. Use of color is more prevalent with small papers than with large ones.

These findings are reported in the Winter 1984 Journalism Quarterly.

• • •

Call-in or mail-in polls sometimes appeal to newspapers because they offer an opportunity for reader involvement. However, such polls may be inaccurate. An article in the Fall 1984 issue of the Newspaper Research Journal offers some insight into the extent of the accuracy problem.

The Orlando Sentinel conducts call-in polls. Fred Fedler and Phillip Taylor, journalism faculty members at Central Florida University, and Susan McKinney, a journalism graduate student there, did telephone surveys on five issues that the Sentinel had used in call-in polls. Respondents for the telephone surveys were picked randomly from the Orlando telephone directory.

The results were mixed. On the issue of having a constitutional amendment to limit state taxes, the two polls were far apart. The call-in poll showed 90 percent favored the amendment, but the telephone poll showed only 63 percent favored it. On the other four issues, the differences were small, averaging less than 5 percent.

While it may be reassuring to know that you might be completely off one time in five and reasonably close the rest of the time, the problem is that you don't know which of any five call-in polls will be the bad one.

Another thing the telephone survey does is to get an estimate of how many people are undecided on an issue. This varied on the five issues in this study from 6 percent to 17 percent. Call-in surveys, of course, get no undecideds.

• • •

Here's a tip for a column your sports editor can do, now that the NCAA basketball tournament is over. Have the sports editor compare the results of the tournament with the pre-season AP or UPI poll that your paper ran back in November.

What will your sports editor find? A study that will appear in the Spring Journalism Quarterly suggests he or she won't find much connection between the pre-season polls and the tournament results.

Stuart Showalter, faculty member in communication at Goshen College, Goshen, Ind., compared pre-season polls and end of the season outcomes for both football and basketball for five seasons since 1963. The correlation between pre-season polls and NCAA basketball tourney results was essentially zero.

Showalter suggests that one reason for this is that pre-season polls may be influenced more by long-term reputations than by present quality. This in turn raises the question of the influence of sports publicity departments on the ratings.

For next year, you might want to consider an alternative that probably would be as accurate as the wire-service pre-season poll. Have the sports editor go to the nearest zoo and have a chimpanzee draw names of schools out of a banana bowl. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

A 'chilling effect' on right to know

Are the Reagan administration, corporate America and religious conservatives subverting free speech and the public's right to know? Journalist Eve Pell says yes.

"This so-called chilling effect on the exercise of our freedoms is hard to document while it is taking place, since the same fears that lead people to keep quiet . . . also keep them from mentioning this silence," Pell writes in *The Big Chill*.

She concludes that "censorship by the federal government has increased markedly since (President Reagan) took office."

The 272-page, hard-cover book is available for $22.50 from Beacon Press, 25 Beacon St., Boston, Mass. 02108.

Reagan administration and the information flow

The press—one of the conduits through which the American public is kept informed of its government's actions—is coming out on the losing side of an ideology-versus-factual-information contest being waged by the Reagan administration, says Donna A. Demac, a communications attorney.

Demac draws upon statements by newspaper people to state her case in *Keeping America Uninformed: Government Secrecy in the 1980s*.

The 180-page, hard-cover book is available for $15.95 from The Pilgrim Press, 132 West 31st St., New York, N.Y. 10001.

Fighting erosion of proper usage

Barnard L. Colby says that "those who earn their bread building with words . . . must be thoroughly familiar with their tools and materials."

"My intent is to fight the constant erosion of our language resulting from the gradual but steady encroachment of common usage upon proper usage," says Colby, who retired in 1976 as editor, publisher and president of The Day in New London, Conn., and who is a former ANPA director.

And so he wrote *How to Write Like a Pro*, in which he advises: "never assume, use the dictionary and read, read, read."

The 72-page, soft-cover book is available for $7.47 from The Day Publishing Co., P.O. Box 1231, New London, Conn. 06320.

Newspapers, not other media, get ads from paper that folded

A study indicates that no large-scale reallocation of advertising dollars from newspapers to other media occurs after the death of a major metropolitan newspaper in a competitive market.

Instead, a majority of those who advertised in the paper that failed chose some other newspaper after the failing paper ceased publication, either the surviving metro, a suburban or other local paper, the study concluded.

It also found that suburban newspapers offer a strong challenge to the surviving daily for advertising dollars formerly spent in the competing daily.

The study of the Buffalo, Cleveland, Washington, D.C., and Champaign-Urbana, Ill., markets was conducted by Mary Alice Sentman, assistant professor in the School of Journalism at the University of North Carolina at Chapel Hill.

In a 13-month period between August 1981 and October 1982, each of the three larger markets lost a separately owned and competing paper, and each was left with only one major daily. In each of the three, where there were suburban newspaper options, the reallocation to radio and television of advertising funds formerly spent in the newspaper that failed was less than 20 percent, Sentman found.

But in Champaign, where a competing daily was closed in 1979 and where the surviving paper was virtually the only newspaper choice, a greater percentage of advertisers chose television than in any of the other markets.

In each of the four markets, some advertisers reported they did not reallocate that portion of the budget formerly spent in the lost newspaper. "Saving or not spending the money formerly spent in the newspaper appears to be related to the structural characteristics of the markets themselves," the study reported.

Whether advertising decisions are made locally or regionally does not appear to be a factor in predicting reallocation of funds to newspaper versus non-newspaper media, Sentman found. Most advertisers did not accurately estimate readership duplication of the papers in their markets. □

?
WITHOUT ADVERTISING, EVEN THE BEST IDEAS TAKE AGES TO CATCH ON.
Every now and then, a new product becomes popular by word of mouth alone. But that process usually takes many months. Sometimes years. By then, the company that makes the new product may be in serious trouble – if they're around at all.
Advertising is the surest way to get an idea to the public. By advertising a new product or service, more people are able to try it more quickly than if it were allowed to "catch on" by itself.
Good ideas become popular right away and bad ideas... well, who needs a square wheel, anyway?
ADVERTISING.
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

The American Association of Advertising Agencies has distributed a series of print ads to hundreds of newspapers and magazines as part of the association's ongoing efforts to improve the public's image of advertising. Copies of ads are available from 4As at 666 Third Ave., New York, N.Y. 10017.

Media firms deny courting Blair

A published report in March that three newspaper companies were considering purchasing some or all of John Blair & Co., including its direct-mail firm Advo-System Inc., was unfounded, executives of the newspaper companies said.

The three firms reported to have been interested in buying Blair were Gannett Co., Harte-Hanks Communications and News America Publishing.

Douglas H. McCorkindale, Gannett chief financial officer, said neither Gannett nor Blair has approached the other party. He added, though, "If they ever wanted to talk, we'd be happy to."

William G. Moll, senior vice president of Harte-Hanks, said, "We have had absolutely no discussions with Blair." Nor would his company be interested in such a deal, he added. Harte-Hanks assumed a large debt in its leveraged buyout last year, and "the idea of our taking on the amount of debt" required to buy a large company now "would be an anathema to us and to our bankers."

And so far as News America Publishing is concerned, "There's no truth to it," said President Donald D. Kummerfeld. "It's obvious that that was speculation."

The report on possible suitors for Blair followed Blair's reporting a 43-percent decrease in net earnings in 1984 compared with 1983. The company attributed the decline "principally to the effects of increased price competition in coupon marketing, higher net interest expense and increased New York office rent expense." Much of the higher expense was a result of the acquisition of Advo in March 1984 [presstime, March 1985, p. 42].

At the same time, Blair said its 1984 revenue of $842.4 million was a record high. It was more than twice 1983 revenue. For 1985, Blair expects "positive results for the year as a whole." □

Correction

Networks of newspapers set up by Landon Associates Inc. for advertising sales provide advertisers the options of a single bill for a network buy or separate bills from each newspaper. An article in the February issue neglected to mention the single-bill option. □

NAB redesigning system to report stats

Dissatisfied with the time it takes to compile its monthly reports on total national, retail and classified advertising expenditures, the Newspaper Advertising Bureau is revamping its system.

A new system, which will produce "a kind of flash report" two or three weeks after the end of each month, will be ready soon, said Leo Bogart, NAB executive vice president and general manager.

This will augment, not replace, the current calculations, which took about three months, Bogart said.

The bureau bases its monthly report on data from 600 to 700 daily newspapers, compiled from Media Records, publicly held newspaper companies, and state and regional press associations. While this process results in the most complete monthly statistics available on newspaper advertising, waiting for each paper to report inevitably results in delays.

The "flash" totals would be based on estimates from data available soon after the end of each month, with the more complete totals still based on actual end-of-the-month figures. □

GCIU-ITU merger collapses

Another in a long series of tumultuous developments has left more questions than answers regarding the future of the International Typographical Union.

That was the somewhat murky picture following the Graphic Communications International Union's rejection of a proposal to merge with the ITU and the canceling of an April 10 membership referendum by both unions on the merger document.

Among questions being posed in labor circles are these:

- What if a longstanding proposal for an ITU merger with the Teamsters goes to the 74,000 ITU members for a vote and is shot down? No one knows how the ITU's retirees, who account for more than a third of the membership, will vote on a merger with the Teamsters, which with 1.9-million members is the largest union in the Free World.
- What other union might want to merge with the ITU? Talks with The Newspaper Guild ended in 1983 after seven years of negotiations.
- Will the 32,000-member Guild now seek a merger with the GCIU, which has 200,000 members, about 12.5 percent of whom work for newspapers?
- Will those ITU mailer locals that favor a merger with the Teamsters defect if such a merger is not forthcoming?
- Will some of the locals that favored a merger with the GCIU defect if the Teamsters' merger is approved by the membership?

ANPA Vice President/Human Resources Roy W. Anderson posed still another question and suggested a possible answer: "Why would the ITU . . . be acceptable to the Teamsters and rejected by the GCIU? If the financial condition of the ITU is the reason, then the Teamsters union recognizes a long-term opportunity to build a strong ITU that could position itself directly in front of newspaper negotiators with more strength and a broader reach than at any other time in the history of modern labor relations."

The GCIU's 42-member general board turned down the merger proposal by what one union source called "a decisive majority."

James J. Norton, GCIU recording and financial secretary, said that while the concept of a merger of all the graphic arts unions remains alive, "We will now have to give priority to some of our internal situations that the officers have had to set aside the past five months in trying to work out this merger."

In response to the GCIU's March 13 action, Teamsters President Jackie Presser commented, "As I have said from the beginning, the proposed ITU-GCIU merger agreement brought no discernible benefits to either side. It was hastily conceived and poorly thought out. Therefore, I commend the action by the GCIU executive board in recognizing the deficiencies in the proposal and deciding to withdraw the agreement."

Presser said he is confident "that given the chance," the ITU members will support merger with the Teamsters. "The president of the ITU has consistently resisted taking the IBT affiliation matter to his membership," he said, "and I hope now that he will see fit to give the members their democratic right to vote on affiliation with the Teamsters."

ITU President Robert S. McMichen called the GCIU's decision "a disappointment" and said the ITU executive council "will be studying further courses of action in the weeks ahead." According to McMichen, the ITU is in better financial health today than it has been in the last 10 years.

When he campaigned last year for a three-year term as head of the union, McMichen ran on a platform that called for an ITU-GCIU merger.

Collapse of that proposed merger was also a blow to AFL-CIO President Lane Kirkland, who had been working for a marriage between the two affiliates of his labor federation. He had said earlier that if the ITU merges with the non-affiliated Teamsters, it would be kicked out of the AFL-CIO.

A spokesman said Kirkland would have no immediate comment on the GCIU's action.

William F. Metz Jr., president of St. Louis Mailers' Union No. 3 and a leader of the ITU Coalition for Merger (with the Teamsters), said, "We think that the GCIU board showed good sense." About 25 percent of the ITU's 40,000 working members are mailers, and many of them favor a merger with the Teamsters.

A lawsuit filed by the coalition in the U.S. District Court for the District of Columbia, which alleges a variety of unfair labor practices by the ITU's executive council, has been transferred to U.S. District Court Judge Thelton E. Henderson in

Jenlee Bennett, Colorado Springs Sun

Members of the coalition for merger with the Teamsters demonstrate at ITU headquarters in Colorado Springs.

San Francisco. A hearing was scheduled for March 25. Henderson is the judge who last year lifted a ban against the use of ITU funds to promote a merger with any other union [pressstime, Nov. 1984, p. 50].

A petition endorsed by 160 ITU locals calling for the Teamsters' proposal to be sent to membership referendum is awaiting action by the ITU's five-member executive council in the Colorado Springs headquarters. Some ITU members in favor of merger with the Teamsters say the petition is no longer needed as a result of the failure to achieve a merger agreement with the GCIU within 90 days as mandated by last year's ITU convention.

A GCIU source said the main cause of the rejection was "the tight time restraint" imposed by the ITU's convention. He noted that it had taken about two years to accomplish each of the past mergers that formed the present GCIU—the Amalgamated Lithographers and the International Photo Engravers in 1964, the Lithographers' and Photoengravers' International Union and the International Brotherhood of Bookbinders in 1972, and the Graphic Arts International Union and the International Printing and Graphic Communications Union in 1983.

He said the GCIU board also was concerned about the split in the ranks of the ITU, and some board members felt a financial burden would be put on the GCIU that the ITU should properly incur.

ANPA Manager/Labor Relations Charles Cole said the GCIU action "closes out any possibility of the ITU finding a merger partner other than the Teamsters."

"How much longer the ITU can remain a viable union is speculative," Cole said, adding, "not long in the form we have long been accustomed to."

No matter what happens, "We're not going to die as a union," said ITU Secretary-Treasurer Thomas W. Kopeck.

—Clark Newsom

Case still not settled eight years after firing

Field Enterprises failed to comply with an arbitrator's award directing reinstatement of a discharged employee, the 7th U.S. Circuit Court of Appeals has ruled.

Franz Miller, a library clerk in the communications center of Field's Newspaper Division, was fired in 1977 for allegedly exceeding his authority. The Chicago Newspaper Guild took the discharge to arbitration, and in 1978 Arbitrator Robert G. Howlett overturned the discharge and ordered Miller reinstated.

In the meantime, however, Field had closed one of its two Chicago dailies, the Daily News, and laid off a number of employees.

Field responded to the award by sending Miller a letter "reinstating" him effective Feb. 1, 1977, but placing him on layoff status as of March 7, 1978. The company contended that Miller would have been laid off had he still been on the payroll. Miller was given more than $7,500 in back wages and benefits from the date of his discharge to the date of his layoff.

The Guild filed suit to seek enforcement of Howlett's award, arguing that Field had not complied with the reinstatement order. The U.S. District Court for Northern Illinois upheld the union's position.

The 7th Circuit, affirming the lower court's decision, said Field did not prove that Miller would have been laid off when the Daily News was closed. It noted that Field had not told the arbitrator that Miller would have been laid off had he not been discharged. "The arbitrator . . . should have been apprised of any available information bearing on the appropriate remedy to be devised in this case in the event he found that Miller was unlawfully discharged by Field," the court said.

"We find that by failing to return Franz Miller to work at any time following the arbitration award ordering it to do so, Field failed to comply with the plain mandate of the arbitration award."

Meantime, in January 1984, Field sold its remaining Chicago daily, the Sun-Times, to News Group Chicago Inc., a division of K. Rupert Murdoch's News America Publishing Inc.

The appellate court said the sale "raises certain questions concerning the availability of the reinstatement remedy in this case. The ability to reinstate Miller now rests with the Sun-Times . . . which has not been formally designated a party to this lawsuit."

The court said it would leave any questions that may arise from the sale to the discretion of the district court.

Gerald Minkkinen, executive director of the Chicago Newspaper Guild, said that the 7th Circuit's ruling had not been appealed and that Miller is still waiting to be reinstated with back pay eight years after his discharge.

The attorney for Field Enterprises had no comment other than to note that the matter is now in the hands of the district judge.

(Chicago Newspaper Guild v. Field Enterprises Inc., USCA 7 No. 83-2737) □

Additional arbitration awards

Boston Herald, IBEW: James J. Healy ruled that electricians were not entitled to the same vacation benefits received by electricians at The Boston Globe.

Minneapolis Star and Tribune, ITU: Thomas P. Gallagher found that the company had incorrectly calculated a wage-increase formula and awarded the typographers an additional 31.2-cents-per-hour increase in the form of back pay.

Minneapolis Star and Tribune, SEIU: Gallagher sustained the discharge of a custodian for insubordination to a supervisor.

San Jose (Calif.) Mercury News, Guild: Harvey Letter found that the company violated the labor agreement in the manner in which it banned vacations during certain weeks of the year.

Seattle Times, GCIU: John H. Abernathy ruled that the company did not violate the labor agreement when it reassigned four pressmen from one crew to another rather than hiring additional pressmen.

Springfield (Ill.) State Journal-Register, ITU: Sinclair Kossoff found that the company did not violate the labor agreement by refusing to allow a substitute journeyman mailer to work shifts designated for provisional mailers.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope resolved a sick-pay dispute in favor of the union.

Washington Post, Guild: James V. Altieri awarded a 5-percent pay increase to copy editors and slot persons during the period between Sept. 1, 1980, when VDTs were introduced in the newsroom, and July 9, 1982, when the labor agreement expired.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

ITU calls off strike against N.J. daily

A three-day strike by Typographical Union No. 377 against The Press of Atlantic City ended Feb. 24. The union represents workers in the composition, production-camera and press operations departments.

The daily continued publication during the strike. "We put out normal papers at normal times," said Editor and Publisher Charles C. Reynolds. Other employees at the newspaper are not represented by a union.

The union's 65 members walked off their jobs Feb. 21. The previous labor agreement had expired Jan. 31 but was extended to midnight Feb. 18. Picketing ended Feb. 23, and about half of the strikers returned to work that day. The union officially called off the strike Feb. 24.

With the strike over, ITU members are now working under the terms of the company's final offer. No further negotiations have been scheduled.

The strike was called when the union was unable to win changes in a contract proposed by the company.

The proposed 11-month contract leaves wages for currently employed journeymen at previous levels, between $13.08 and $13.75 per hour. The contract introduces a reduced wage scale for journeymen hired in the future.

In other strike developments, The San Juan (Puerto Rico) Star resumed publication March 9 after members of The Newspaper Guild ratified the terms of a new 40-month labor agreement that became effective March 1. The union struck the daily Oct. 14. A tentative agreement had been reached in February [presstime, March 1985, p. 61]. □

Clarification

Reference was made in the article on "comparable worth" in the March issue to a 99-percent equity for classified advertising takers covered by the Guild contract at The Union Leader, Manchester, N.H. This equity is for the minima only. When comparing experienced employees, 86-percent equity is achieved. At The Union Leader, according to a management spokesman, the majority of display advertising employees are experienced. □

Michael Baytoff, The Press, Atlantic City

ITU members walk the picket line in Atlantic City during strike against The Press.

NLRB dismisses union's charges

The National Labor Relations Board has found that Newsday of Long Island, N.Y., did not engage in unfair labor practices during a union attempt to organize a group of its delivery employees.

The board's decision affirmed the findings of an administrative law judge [presstime, Sept. 1982, p. 33].

Charges in the case had been filed by the independent Newspaper and Mail Deliverers' Union of New York and Vicinity.

The union alleged that Newsday had "eliminated" an unrepresented bargaining unit of delivery employees by giving them jobs in a transportation unit represented by another union.

But the law judge found that the company's consolidation of its delivery operation was prompted "solely by economic and efficiency reasons."

The board also dismissed allegations that the company unlawfully had questioned employees about their union activities.

The case arose when the deliverers' union filed a petition with the NLRB to represent 86 drivers.

A representation election was conducted in 1981, but the ballots were impounded pending further proceedings before the administrative law judge. The judge upheld the company's challenge to the ballots on grounds that an appropriate unit no longer existed.

(Newsday Inc. and Newspaper and Mail Deliverers, 274 NLRB No. 19) □

Recent contract settlements

Buffalo News, Teamsters: Three-year agreement covering drivers; retroactive to Nov. 4, 1984.

Cincinnati Enquirer, GCIU, ITU: Three-year agreements covering pressmen, photoengravers and mailers; retroactive to March 1, 1984.

Columbus (Ohio) Dispatch, ITU: Five-year agreement covering composing room employees; retroactive to April 1, 1984.

(Details in April 1985 ANPA Labor & Personnel Relations Letter.)

Firing upheld for sexual harassment

An arbitrator has upheld the discharge of a mailer at The Columbus (Ohio) Dispatch for sexual harassment of a female mailer.

The company's sexual-harassment guidelines, modeled after those developed by the Equal Employment Opportunity Commission, were posted in the mailroom. The guidelines noted that the EEOC has placed upon employers an affirmative duty to maintain a workplace free of sexual harassment and intimidation [presstime, Jan. 1981, p. 39].

The grievant was discharged May 24, 1984, after the female employee complained to management. He had been hired as a part-time worker in 1977 and became a full-time mailer in 1979.

Arbitrator Frank A. Keenan found that the grievant had made comments about the female employee's weight, made numerous innuendos about her sexual life and called her a "slut," among other things. He had been fired previously for harassment of the same employee, but the discharge subsequently was reduced to a two-week suspension.

Keenan noted that the company had never conducted any group meetings with rank-and-file employees to explain the type of conduct prohibited by the EEOC guidelines. "At the same time," he said, "it is also noted that there had been warnings issued to employees and supervisors alike for conduct deemed in violation of the guidelines."

Mailers' Union No. 103 argued that vulgar and profane language was used on a regular basis in the mailroom and that discharge for using such language was too severe a penalty.

But Keenan said the difficulty with the union's defense was that such language was usually used in a light-hearted manner and without malice.

"In a nutshell," the arbiter said, "I find that the grievant embarked upon a pattern of retaliation against (the female employee) for having caused his initial discharge, eventually reduced to a suspension. . . . Given the strong motivation for retaliation, the grievant, despite explicit warnings, both verbal and written, that retaliation would not be sanctioned, could not resist the urge to retaliate and simply took his chances that he nonetheless would not be discharged." □

Provincial labor board orders arbitration over dismissal

The Labor Relations Board of British Columbia has ruled that a dismissed probationary employee of The Province in Vancouver is entitled to have her grievance heard in arbitration even though the labor agreement provides that probationary employees do not have the right to appeal their dismissal.

The company, Pacific Press Ltd., had asked the board to set aside the decision of an arbitration panel that Susan Martin's grievance was arbitrable under the province's labor laws.

The labor agreement with Local 115 of The Newspaper Guild provides that new employees are considered probationary employees for the first 60 days worked. It states that probationary employees dismissed for inability to handle the job do not have the right to appeal.

Martin started work July 23, 1983. She subsequently became ill and was last employed Sept. 11, 1983. She was diagnosed as having multiple sclerosis and was dismissed "because of your inability to perform the work."

The union contended that under the province's labor law, a probationary employee cannot be barred absolutely from seeking review by an arbitrator of a dismissal decision.

The labor board said there were a number of factual and interpretation issues in dispute between the company and the union regarding Martin's grievance. The grievance and arbitration procedure under the labor agreement "is the forum in which these disputes should be resolved," the board ruled.

The company did not appeal the board's decision, and the dispute will proceed to arbitration. □

GCIU personnel vote for union

Organizers and representatives of the Graphic Communications International Union have voted to be represented by an independent union.

The employees of the international union voted 26-6 in an NLRB-supervised election to be represented in bargaining by the Independent Union of Graphic Industry International Personnel.

The GCIU has 12 organizers in the United States and Canada. The representatives assist local unions in contract negotiations, grievance handling and NLRB procedures.

It is not unusual for a union's employees to have a union. Representatives of the International Typographical Union and The Newspaper Guild have unions as their bargaining agents.

A GCIU spokesman said negotiations for a labor agreement are under way. □

ITU disclaims unit

Typographical Union No. 148 has disclaimed further interest in representing newsroom employees of The Wichita (Kan.) Eagle-Beacon. The most recent labor agreement expired March 14.

In 1980, the employees had voted 71-47 in favor of representation by the union in an election conducted by the NLRB [presstime, May 1980, p. 45]. □

NLRB elections

Kingston (N.Y.) Daily Freeman, Guild: A unit of outside circulation employees voted 2-2 against representation by Local 180 of The Newspaper Guild.
(NLRB Case No.3-RC-8673)

Newspaper Agency Corp. of Salt Lake City, Teamsters: Circulation dock drivers and dock workers voted 10-4 in favor of representation by Local 222 of the Teamsters.
(NLRB Case No. 27-RC-6518)

Canadian election

Delta (British Columbia) Optimist, Guild: Employees voted 7-0 against further representation by the Vancouver-New Westminster Guild in an election supervised by the provincial labor board. The union had represented the unit of all employees since 1980.

Houston firm offers another way to make separations

A new method for making color separations—one that does not require expensive separating equipment or skilled personnel—has been developed.

According to some people, the system can meet papers' color needs if they are willing to live with its limitations.

Prentice Colour Inc., a six-month-old, Houston-based color separator, designed the system. It is capable of producing four-color separations of full newspaper pages without using electronic color scanners or direct-screen cameras.

The $50,000 system is called the Prentice Colour Process. It employs standard panchromatic films, a contact frame, a fixed-point light source, specially designed filters, a timing device with internal memory, and standard screens.

The firm said the pasted-up page—with color positives in position—is placed with film and screens in the contact frame. The filters are on top. A microcomputer contained within the timing device sets exposure time based on the filter used.

For four-color process, five exposures are made: one each for the primary colors, one for the black printer and another black shot for the text.

Unlike other techniques, which can make separations in sizes different from the original, all exposures in the Prentice system are made at the same size as the original, said John Dawson, director of marketing. No camera is used.

Masking is not required, he said, because the films "self mask"—that is, the area around the images has a 100-percent density after exposure. Stripping is not needed, either, because all separations are pin-registered. Consequently, the system eliminates work required for those operations in traditional color separation.

"It's actually an entire prepress system," said Steve Prentice, president of the firm.

Both Prentice and Dawson said the system saves on labor costs also because it does not require skilled operators. "Within two hours," Dawson said, "I can train anybody to do these separations."

Newspaper executives who have seen the system have had mixed reactions.

"It's really an innovative, new way of doing color separations," said Gene McDavid, vice president and general manager of the Houston Chronicle. "It's a simple, inexpensive process for making (color) plates. I've never seen anything like it."

McDavid tempered his remarks, however, by pointing out the system has virtually no color-correction capabilities.

"What you see is what you get," he said. "You've got to make the color correction before you go into their system."

McDavid and another Texas newspaper executive, James Moody, suggested that the system's sizing limitations may make it more appropriate for color advertising than for news photos.

Moody is editor and publisher of the twice-weekly Burleson Star, which is the only newspaper to have experimented with the system thus far. The Star had Prentice Colour separate some pages containing color shots.

"The only drawback is that everything has to be 100 percent," he said. "But we don't run everything 100 percent. We alter many of our pictures to some extent."

Jerrell D. Perkins, president of Perkins Printing Inc., which prints the Burleson Star, said using the system would complicate the production process.

"You'd have to have two systems," he said, "one for pictures that are 100 percent and one for the shots that aren't. What are you going to do for the person who brings in a Polaroid and wants it blown up 300 percent? That's what's stopping Prentice Colour from being an overnight success."

However, Prentice said many of the problems a newspaper or commercial printer may encounter can be minimized through "educating" the advertisers and other customers to provide pictures at certain sizes. Additionally, he said the savings in capital outweigh costs of resizing photographs. "The cost savings are so great that you would still be making a great deal of money even if you had to resize photographs," Prentice said. □

Inventor Leland Prentice demonstrates equipment used in the new process.

Scanner survey results available

Results of the recently completed ANPA Electronic Color Scanner Survey are now available.

The survey of the nearly 1,400 ANPA-member newspapers, conducted by the Technical Services Department, resulted in data on the number of electronic color scanners currently in use at newspapers and how papers are using the equipment [presstime, March 1985, p. 56].

The results may be obtained by writing: Color Scanner Survey, ANPA Technical Services Department at The Newspaper Center in Reston.

Rub-off test under study

Newspapers may soon have a way to determine the rub-off characteristics of the inks they use.

ANPA is currently studying a rub-off testing procedure developed by the National Association of Printing Ink Manufacturers.

Also, the Association has given the NAPIM procedure to the Canadian Pulp and Paper Association. If all three groups agree to adopt the test, as their own, it will mark the first time a standard procedure will be used to determine ink rub-off characteristics of any ink, according to George Cashau, ANPA director/technical research.

"Low-rub inks are hot items right now," he said. "What we're aiming for is a universal ink rub-off test. Everybody involved with inks has to use the same test so they can speak the same language."

Until now, Cashau noted, different tests have been used, and the results could not be compared. Adoption of a standard procedure would enable a newspaper to test the inks it uses and discuss the results with its ink and newsprint suppliers [presstime, Nov. 1984, p. 6]. □

New Harris press installed in Florida

Newspapers, particularly smaller circulation dailies and weeklies considering upgrading their press capacity, may want to put Vero Beach, Fla., on their list of places to visit.

The Vero Beach Press-Journal recently put into operation an NC-450 single-width offset press, the first installation for the press made by Harris Graphics Corp. of Melbourne, Fla.

In its Vero Beach configuration, the press consists of 10 units with eight reel stands, and is capable of being expanded to more units.

According to Editor and Publisher John J. Schumann Jr., the paper outgrew its seven-unit Goss Community press. "We tried to project our needs in 15 years," says Schumann, reflecting on the process that led to the purchase decision.

Currently, the paper has a circulation of 20,000, but he expects that figure to rise to 40,000 for the life of the press. □

TECHNOLOGY NOTES

• The investment firm Andlinger & Co. of Tarrytown, N.Y., has proposed a **leveraged buyout of the remaining Itek divisions** of Litton Industries Inc. of Beverly Hills, Calif..

Litton Industries previously divested Itek Large Systems Division, now Unitex Inc. of Nashua, N.H., a major newspaper front-end manufacturer.

The remaining divisions include Itek Graphic Systems, Itek Composition Systems, Itek International Corp. and Itek Colour Graphics Ltd.

• Pacepack Corp., a Warminster, Pa.-based manufacturer of mailroom equipment, has **filed for protection against creditors** under Chapter 11 of the federal bankruptcy act.

The docket number for the petition, filed in U.S. Bankruptcy Court in Reading, Pa., is #85-00581T.

• Kansa Corp., an Emporia, Kan.-based supplier of mailroom equipment, has **acquired Mailing Machine Systems** of Norcross, Ga., a maker of labelers and quarter-folding equipment.

• HCM Graphic Systems Inc., the Hauppauge, N.Y., manufacturer of color scanners, has **changed its name to Hell Graphic Systems Inc.**

• Imperial Metal and Chemical Co. of Philadelphia, a manufacturer of graphic arts materials, has agreed in principle to **acquire the assets of Richardson Graphics Co.**, a subsidiary of Witco Chemical Corp. of New York.

Richardson Graphics makes offset printing plates and chemicals in the United States and Canada.

• The News Ink Division of General Printing Ink (Sun Chemical Corp. of Carlstadt, N.J.) signed a **license agreement with ANPA for ANPA-INK™**, the non-petroleum-based black letterpress ink.

The latest signing leaves U.S. Printing Ink the only major ink manufacturer in North America unsigned [presstime, March 1985, p. 57].

TECHNOLOGY CALENDAR

• **Chemco Commercial Products Users' Meeting** will be April 16 at the Chicago Marriott Hotel.

• **Atex Commercial Users Group** will meet April 22-24 at the Galleria Dallas Hotel in Dallas.

• The **Harris 72P Users Group** will meet April 29-30 at the Sheraton Crown Hotel and Conference Center, Houston.

• The **Digital Equipment Computer Users Group** will meet May 27-31 at the New Orleans Hilton.

• The **Unitex (formerly Itek) Users Group** will meet June 5-7 at the Royal Sonesta Hotel in New Orleans.

• The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

• The **Graphic Communications Association** conference on computer-generated graphics will be July 16-18 at the Hotel Meridian, Boston.

• **Type-X '85** will be August 17-19 at the Washington Hilton in Washington, D.C.

• The **Atex Newspaper Users Group** will meet August 25-28 at the Capital Hilton Hotel in Washington, D.C.

UPI negotiating with creditors as part of 'restructuring'

United Press International is undergoing a "restructuring" after weathering a stormy March.

The wire service's unsecured major creditors have formed a committee to consider proposals for resolving the financial difficulties.

Luis G. Nogales, UPI's new chairman, president and chief executive officer, refused to confirm reports that the creditors are owed $17 million. But he did say UPI has enough financial support to continue operations while its executives negotiate with the creditors, which include AT&T, RCA Corp. and American Express.

The news agency's executives met with creditors in Chicago March 14 for "an exchange of information" on the company's financial situation. A UPI spokesman said in late March that "we'll be getting back to the creditors" but that no date had been set. The company has presented proposals for converting UPI debt into stock equity.

Under a March 7 agreement reached after negotiations involving Nogales, the Wire Service Guild and UPI's chief financial backer, control of the news agency was placed in the hands of a new four-member board comprised of Nogales, Douglas F. Ruhe, who is one of the two principal owners, Editor-in-Chief Maxwell McCrohon and William Morrissey, president of the Wire Service Guild. The other principal owner is William E. Geissler, who, along with Ruhe, has agreed to relinquish majority control. Foothill Capital Corp. of Los Angeles is the major UPI lender.

Nogales remained as an active participant in negotiations with Foothill after being fired by Ruhe March 3. A dispute over details of a proposed reorganization plan was reported to have led to his dismissal. He had been named president last September after the abrupt dismissal of William J. Small, who since has filed a suit against UPI accusing it of breach of contract.

The company recently reported that it had ended a string of losses with an operating profit of $1.1 million in the fourth quarter of 1984 [presstime, Feb. 1985, p. 52].

The Wire Service Guild, which represents about 700 UPI employees, rejected a proposal by the company for an 18-month wage freeze and other concessions. The union's members had approved a series of pay cuts last September [presstime, Oct. 1984, p. 62].

If vendors agree to forgive debts in exchange for stock, the stock remaining after the exchange is completed will be divided equally among four groups—employees, senior managers, Ruhe and Geissler, and Foothill.

The number of shares to be used in the recapitalization was not set. Nogales said that figures used in press stories were speculative and therefore incorrect. The value of the company's stock has not been determined.

AT&T said it does not believe it can assume any equity in UPI because the terms of a 1982 divestiture agreement bars it from entering the news and information business.

The New York Times reported March 13 that a spot check of some of UPI's 800 newspaper and 3,500 broadcast clients, most of them radio stations, showed that support for UPI remains strong.

"It would be a tragedy for U.S. and world journalism" if the wire service was closed, said Arnaud de Borchgrave, the new editor-in-chief of The Washington Times and a former Brussels bureau chief for United Press. □

PRESIDENT AND CHIEF OPERATING OFFICER

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Judge dismisses suit by Cleveland printers

A federal judge has dismissed an antitrust suit filed by a group of former printers at the now-defunct Cleveland Press.

The printers alleged that the closing of the Joseph Cole-owned paper in June 1982 and the purchase of certain of its assets by The Plain Dealer of Cleveland was part of a conspiracy to deprive them of a guarantee of lifetime employment [presstime, Nov. 1983, p. 46].

U.S. District Court Judge Ann Aldrich said the printers had not proved that they were the targets of alleged antitrust violations. □

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the following:

- The Post-Crescent, Appleton, Wis., daily circulation 50,639.
- The Daily News, Lebanon, Pa., circulation 27,098.
- The Herald-Palladium of Benton Harbor-St. Joseph, Mich., daily circulation 36,892.

LeRoy Stauffer of Warren, Ohio acquired the Noblesville (Ind.) Daily Ledger, circulation 8,819.

Brill Media Co. Inc. of Evansville, Ind., acquired The Daily Leader, Pontiac, Ill., circulation 8,959.

John Schluep of Greenfield, Ohio, acquired The Greenfield Daily Times, circulation 4,582.

Founders Communications Inc. of New York City is acquiring the Attaway Newspaper Group, which includes the following Texas dailies: The Courier, Conroe, circulation 10,767; Pasadena Citizen, circulation 10,287; and The Clear Lake City Citizen, circulation 6,891. □

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Tracking of newsprint with bar codes moves closer to reality

The use of bar codes for tracking newsprint is moving closer to reality.

Newspaper executives have envisioned a totally computerized environment in which the quality and quantity of newsprint would be tracked electronically. But there have been two obstacles to that environment: One, there had to be standardized bar codes on the rolls and, two, there had to be a standardized electronic manifest that could be transferred from the mills to the newspapers.

Last year, the mills addressed the first part of the problem when the Canadian Pulp and Paper Association and the American Paper Institute agreed to standardize the information contained within the positions of the bar codes on newsprint rolls [presstime, May 1984, p. 68].

Recently, the Graphic Communications Association of Printing Industries of America took steps toward resolving the second part of the equation when they established guidelines for the electronic manifests.

The guidelines, called EMBARC, for "electronic manifesting and bar coding of paper stock shipments," will allow both newspapers and mills to track the progress of newsprint rolls.

Essentially, GCA has established the guidelines for the bar codes, according to Peter Brehm, assistant to the organization's president. The guidelines spell out what data the electronic manifest must contain as well as suggested data a newspaper might want included.

In the case of newspapers and the mills that supply them, he said, the data contained within the bar code will be correlated with the electronic manifests the mills send the newspapers, including the basis weight of the rolls.

According to GCA documents: "The means for coordination is the electronic manifest coupled with the bar-coded roll or skid number on the item itself. The electronic manifest contains all the information that would be included in a printed manifest. . . .

"This information may be sent computer-to-computer from the mill to the printing plant. At the plant the shipment may be unloaded and the identifying roll or skid numbers, in bar code form, read into the (newspaper's) computer through the use of an electronic 'wand.' With these two sources of data—the electronic manifest and the bar-coded label—manual keying (of data) may be avoided."

Brehm said "the bar code can later be read again as the paper is removed from storage and loaded onto a press. There, the benefits of the system begin to be realized."

For instance, a paper could, using the bar code and a pressroom computer, confirm the basis weight of any roll used. The bar codes could also be used to track web breaks of rolls produced by a particular mill.

For the mills, the system will allow them to keep much more comprehensive databanks on their respective customers.

"The mills benefit in two ways," Brehm said. "They can keep tighter control of inventories, and they can improve feedback on their newsprint if something goes wrong."

ANPA, along with other organizations such as the Magazine Publishers Association, provided input to GCA's bar code subcommittee.

Brehm said GCA was chosen as the coordinating organization because it represents many suppliers and users with diverse interests. Consequently, the manufacturers will be labeling rolls of newsprint and skids of sized sheet paper used in commercial printing.

GCA will formally introduce the system at "An EMBARC Announcement Seminar" it will host at the Halloran House in New York April 23.

Because ANPA was a cooperating member of GCA's bar code subcommittee and contributed to the project, Association members can attend the seminar at a discounted rate.

Member newspapers will be charged $160 for the first registrant and $128 for each additional registrant. The rate for non-cooperating firms is $240 for the first registrant and $192 for each additional registrant. □

Newsprint, Pressroom-II Seminar Oct. 10-11 in Chicago

Program details are being developed for the Newsprint and the Pressroom-II Seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago.

The program, being devised by the Joint Standing Committee of ANPA and the Canadian Pulp and Paper Association's Technical Section, will include: bar coding, new pressroom printing systems, quality color printing, developments in newsprint manufacture, waste reduction and electronic transmission of manifests.

For information contact: the ANPA Newsprint and Transportation Department at The Newspaper Center in Reston; or Nick Boultbee of CPPA, Sun Life Building, 23rd floor, 1155 Metcalfe St., Montreal, Canada H3B2X9. □

UPIU, Crown Zellerbach in negotiations

Negotiations are under way between the United Paperworkers International Union and the Crown Zellerbach newsprint mill in Wauna, Ore. The contract there expired March 31.

The UPIU is also negotiating with Garden State Paper Co. in Garfield, N.J., where the contract expired last October [presstime, Feb. 1985, p. 47]. □

Price increase delayed

Bowater Inc. and Kimberly-Clark Corp. postponed their newsprint price increases of $35 a metric ton from April 1 to May 1. Their price for U.S. customers east of the Rockies is now scheduled to go from $535 to $570 a metric ton on that date [presstime, March 1985, p. 63].

NEWSPRINT NOTES

• Abitibi-Price Inc. will spend $28 million to **convert one of three newsprint machines** at Alma, Quebec, to make lightweight catalog and directory paper. The estimated capacity of the machine to be converted is 65,000 metric tons annually.

• Sir James Goldsmith, a British industrialist, recently disclosed that he might seek **control of the Crown Zellerbach Corp.** He currently owns 8.6 percent of the company. Completion of the project is scheduled for next year.

• The Times Mirror Co. said discussions ended on the **possible sale of Publishers Paper Co.** to Boise Cascade. A spokesman would not say if Times Mirror will continue to try to sell its newsprint subsidiary [presstime, March 1985, p. 63].

1985 consumption shows slight increase

After a record-breaking 1984, newsprint consumption by all U.S. users was up slightly—0.3 percent—in the first two months of 1985.

In January, consumption was 3.8-percent higher than in January 1984.

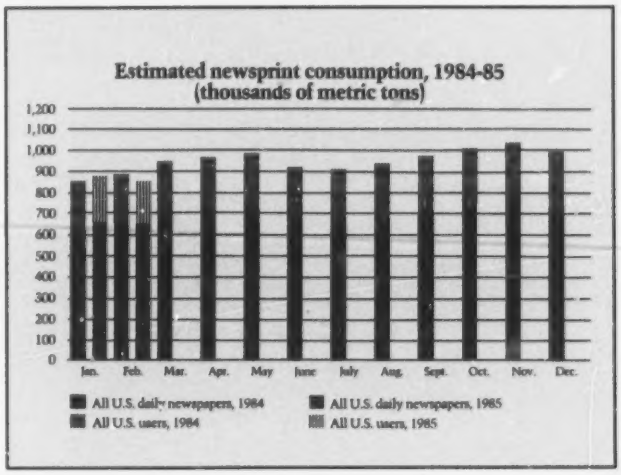
February's total was 3-percent less than the level in February 1984, which had one extra day because of leap year.

U.S. daily newspapers' consumption increased 2.4 percent for the first two months of the year—up 5.5 percent in January but down 0.6 percent in February.

At the end of February, newsprint inventories of ANPA's statistical sample were estimated to be 48 days versus 42 at the end of February 1984. Stocks of North American mills were down very slightly—0.2 percent.

The February operating rate for Canadian mills was 97 percent, and for U.S. mills, 94.8 percent.

Shipments from Canadian mills for the first two months were 7.7-percent higher than in the same period in 1984. Canadian shipments to the United States increased 8.9 percent. Shipments within Canada were up 5 percent. Domestic shipments from U.S. mills were down 2.5 percent.



Estimated consumption of all U.S. daily newspapers[1]

Region	December 1984(r)	December 1983	% Change
Northeast	173,921	166,820	+4.3
North Central	152,788	148,343	+3.0
South	239,293	232,963	+2.7
West	168,312	154,217	+9.1
December totals	734,314	702,343	+4.6
Region	**January 1985**	**January 1984**	**% Change**
Northeast	161,919	150,651	+7.5
North Central	139,295	131,964	+5.6
South	214,770	201,455	+6.6
West	145,822	143,161	+1.9
January totals	661,806	627,231	+5.5
Region	**February 1985(p)**	**February 1984**	**% Change**
Northeast	158,297	158,441	-0.1
North Central	131,865	134,572	-2.0
South	208,563	211,416	-1.3
West	146,684	144,794	+1.3
February totals	645,409	649,223	-0.6
Two-month totals	1,307,215(p)	1,276,454	+2.4

Estimated consumption of all U.S. users

	1985	1984	% Change
December totals		999,000(r)	+4.7(r)
January totals	879,000	847,000	+3.8
February totals	854,000(p)	880,000	-3.0(p)
Two-month totals	1,733,000(p)	1,727,000	+0.3(p)

Production

	Canada	U.S.A.	North America
January 1985	789,219	424,991	1,214,210
January 1984	757,142	416,758	1,173,900
Increase	+32,077	+8,233	+40,310
	+4.2%	+2.0%	+3.4%
February 1985	741,400	405,811	1,147,211
February 1984	621,562	410,266	1,031,828
Increase	+119,838	-4,455	+115,383
or decrease	+19.3%	-1.1%	+11.2%
Two months 1985	1,530,619	830,802	2,361,421
Two months 1984	1,378,704	827,024	2,205,728
Increase	+151,915	+3,778	+155,693
	+11%	+0.5%	+7.1%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
December 1984	874,102	42	8
December 1983	790,118	38	8
January 1985	916,133	41	7
January 1984	785,368	38	6
February 1985	945,936	42	6
February 1984	808,710	36	6
Canadian mills			
January 1985	317,474	–	–
January 1984	360,892	–	–
February 1985	365,844	–	–
February 1984	336,955	–	–
U.S. mills			
January 1985	70,384	–	–
January 1984	102,938	–	–
February 1985	71,996	–	–
February 1984	101,639	–	–

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1985	549,803	81,666	107,509	738,978
January 1984	519,357	78,528	101,348	699,233
February 1985	537,533	82,492	88,668	708,693
February 1984	478,837	77,799	88,883	645,519
Two months 1985	1,087,336	164,158	196,177	1,447,671
Two months 1984	998,194	156,327	190,231	1,344,752
Increase	+89,142	+7,831	+5,946	+102,919
	+8.9%	+5.0%	+3.1%	+7.7%
From U.S. mills				
January 1985	392,741	—	22,036	414,777
January 1984	394,758	—	19,768	414,526
February 1985	375,530	—	28,669	404,199
February 1984	393,146	—	18,419	411,565
Two months 1985	768,271	—	50,705	813,976
Two months 1984	787,904	—	38,187	826,091
Increase or	-19,633	—	+12,518	+7,115
or decrease	-2.5%	—	+32.8%	-0.9%
From North American mills				
Two months 1985	1,855,607	164,158	246,882	2,266,647
Two months 1984	1,786,098	156,327	228,418	2,170,843
Increase	+69,509	+7,831	+18,464	+95,804
	+3.9%	+5.0%	+8.1%	+4.4%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.
[2]Represents stocks of newspapers in ANPA statistical sample
(r) = revised (p) = preliminary

Program set for Convention; Burger joins speakers' list

Chief Justice Warren E. Burger has been added to the list of headliners for the 99th Annual ANPA Convention May 6-8 at the Fontainebleau Hilton in Miami Beach.

Burger will address the annual luncheon of United Press International Tuesday, May 7.

He joins a roster of previously announced speakers that includes Prime Minister Edward Seaga of Jamaica, former Secretary of State Henry A. Kissinger, U.S. Ambassador-designate Vernon A. Walters, Commissioner of Baseball Peter V. Ueberroth, U.S Rep. Dante B. Fascell (D-Fla.), the Rev. Billy Graham and Florida Gov. Bob Graham.

Warren E. Burger

At press time, 1,862 people had registered for the Convention—with another 300 or so expected to register on site. The pace of registration is slower this year than last, reported Thomas C. Fichter, ANPA senior vice president and deputy general manager. The 1984 Convention in Montreal attracted the second-largest attendance in the Association's history, with 2,309 registrants.

Miami Convention-goers who did not make hotel reservations through ANPA by April 1 must contact hotels directly, Fichter said.

Tickets for ANPA meal functions still may be ordered by contacting the ANPA Membership Department at The Newspaper Center. Tickets also will be sold at the Convention. Arrangements for some tours still may be made with ANPA.

Something new in this year's Convention schedule is a "Fun Run" sponsored by pressdime. The two-mile race along the beach will start Monday at 6:30 a.m. Convention registrants and their families interested in participating should sign up at the ANPA registration area in the Fontainebleau.

The Convention Arrangements Committee, headed by Richard G. Capen Jr., chairman and publisher of The Miami Herald, is continuing to develop the Convention program. By late March, the schedule was as follows:

On **Monday** the ANPA Keynote Breakfast will begin with a "Welcome to Florida" by Gov. Graham. The keynote address will be delivered by ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. He will be followed by Kissinger.

Next on the program will be the annual Associated Press business meeting and election of AP directors. The meeting will feature a multi-image slide presentation called "Moments in Time: Fifty Years of Photos by Wire," and a panel discussion titled "Conversation on Credibility." Panelists will be AP President Louis D. Boccardi; Benjamin C. Bradlee, executive editor of The Washington Post; Don Hewitt, executive producer of "60 Minutes"; Larry Jinks, senior vice president/news for Knight-Ridder Newspapers Inc.; and John Seigenthaler, editorial director of USA Today and editor, president and publisher of The Tennessean in Nashville.

The AP's annual luncheon will feature an address by Ueberroth, who was Time magazine's "Man of the Year" in 1984 when he served as president and chief executive officer of the Los Angeles Olympic Organizing Committee.

Notice of Annual Meeting of the Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, K. Prescott Low, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Fontainebleau Hilton, Miami Beach, in the Fontaine and Fleur de Lis rooms, at 9:45 a.m. Tuesday, May 7, 1985, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

The **Tuesday** morning program begins with the ANPA General Session Breakfast and an address by evangelist Graham.

Next will be ANPA's annual business meeting, including the election of one new director [presstime, March 1985, p. 71].

Immediately following the meeting will be the General Session on Latin America. Speakers will be Seaga; Gonzalo J. Facio, former ambassador to the United States from Costa Rica; and Fascell, chairman of the House Foreign Affairs Committee.

After making individual remarks, they will participate in a panel discussion with three U.S. publishers who are members of the executive committee of the Inter American Press Association: K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass.; Ignacio E. Lozano Jr., publisher of La Opinion of Los Angeles and former U.S. ambassador to El Salvador; and Edward Seaton, publisher of The Manhattan (Kan.) Mercury.

The session will conclude with "Publishers Under Fire," a panel discussion arranged by IAPA and moderated by Horacio Aguirre, publisher and editor of Diario Las Americas in Miami and immediate past president of IAPA. Panelists will be Pedro Joaquin Chamorro Barrios, former co-director of La Prensa of Managua, Nicaragua; Aldo Zuccolillo, editor and publisher of ABC Color of Asuncion, Paraguay; and Raul E. Kraiselburd, publisher of El Dia of La Plata, Argentina.

The UPI annual luncheon will follow, with the address by Burger.

On Tuesday afternoon, four concurrent, two-hour clinics are scheduled:

- "R&D—What's New?" with moderator Walter E. Mattson, president and chief operating officer of The New York Times Co. and chairman of the ANPA Technical Committee. Panelists will be Ralph S. Roth, vice president/production for Knight-Ridder Newspapers; J.A. Riggs Jr., senior vice president-operations of The New York Times; Gene McDavid, vice president and general manager of the Houston Chronicle; Charles M. Kinsolving Jr., vice president, marketing/new technology of the Newspaper Advertising Bureau; Charles R. Blevins, vice president/production of Gannett Co.; and James A. Cooper, assistant vice presi-

dent/operations for The Washington Post.

• "Human Resources." The clinic will have two parts: "Toward a Bias-Free Workplace," with moderator Cathleen Black, publisher of USA Today, and "Employer Rights/Employee Rights," with moderator Keith R. Fuller, director of employee relations for McClatchy Newspapers and chairman of the ANPA Human Resources Committee.

• "Shared Mail," with moderator John R. Harrison, vice president of The New York Times Co. and president of The New York Times Regional Newspaper Group. Panelists will be Vance L. Stickell, executive vice president, marketing, for the Los Angeles Times; Sheldon L. Greenberger, vice president and director of advertising for the News and Sun-Sentinel Co. of Fort Lauderdale, Fla.; and James W. Hopson, publisher of The Middlesex News in Framingham, Mass.

• "Learning/Leading/Managing." Panelists will be Ann M. Morrison, director of contract programs for the Center for Creative Leadership, a non-profit research and training organization in Greensboro, N.C., and Kenneth Blanchard, co-author of the best-selling book, *The One Minute Manager*.

Entertainment at the Tuesday evening ANPA Dinner/Dance will be provided by composer-conductor Henry Mancini and his orchestra.

The **Wednesday** program will begin with the annual meeting of the Newspaper Advertising Bureau followed by a General Session on advertising and marketing arranged by NAB.

Craig C. Standen, NAB president, and Leo Bogart, NAB executive vice president and general manager, will provide an overview and forecast of newspaper advertising. They will be followed by a discussion of "National Advertising: What Do We Do Next?" with William M. Weilbacher, president of Bismark Corp., a New York City marketing and advertising consulting firm. He will provide the perspective of advertisers and agencies.

There will be three presentations on the topic of "Combating Shared Mail": the first, a report from the Joint Postal Task Force by William J. Keating, senior vice president of Gannett Co. and president of the Gannett Newspaper Division; the second, a report by Bogart on a test in Atlanta of newspaper versus direct-mail advertising; and the third, a discussion of "TMC: In-market Strategies" by James H. Hollis, NAB vice president, mass merchandizing sales.

Next, NAB's Kinsolving will provide an update on technology, such as satellite delivery of advertising and videotex. The session will conclude with presentations by other NAB staff members on national, retail and classified advertising, on training and on creative aspects of advertising.

The second General Session will begin with an address by Donald G. Goldstrom, chairman of the Audit Bureau of Circulations. Goldstrom is vice president and director of the Advertising and Marketing Services Department of Armstrong Worldwide Industries Inc.

Four other speakers will address the General Session on the topics of libel, privacy and insurance. They are Parker D. Thomson, a member of the Miami law firm of Thomson Zeder Bohrer Werth Adorno & Razook, which represents The Miami Herald; Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group and a member of the Washington, D.C., law firm of Hanson, O'Brien, Birney & Butler; Joseph P. Averill, a Miami lawyer who serves as general counsel to The Miami News and who also represents other media clients; and Katharine P. Darrow, general counsel of The New York Times Co. and chairman of the ANPA Legal Affairs Committee.

The session will be chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard. Estlow, an ANPA director, is chairman of the ANPA/NAB-Audit Bureau of Circulations Liaison Committee. He also heads the Newspaper Insurance Advisory Group and is a director of Mutual Insurance Co.

The ANPA annual luncheon will feature an address by Walters, U.S. ambassador-designate to the United Nations. □

Program in brief—99th Annual ANPA Convention Fontainebleau Hilton, Miami Beach

Saturday, May 4, and Sunday, May 5
9 a.m.-7 p.m.: Registration

Monday, May 6
6:30 a.m.: presstime Fun Run
7:30 a.m.: Early Bird Reception (courtesy Editor & Publisher)
8 a.m.: ANPA Keynote Breakfast
10 a.m.: Associated Press Annual Meeting
12 noon: AP Reception and Luncheon (12:30 p.m.)

Tuesday, May 7
7:30 a.m.: Early Bird Reception (courtesy News and Sun Sentinel Co., Fort Lauderdale)
8 a.m.: ANPA General Session Breakfast
9:45 a.m.: ANPA Annual Business Meeting
10:15 a.m.: ANPA General Session
12 noon: United Press International Reception and Luncheon (12:30 p.m.)
2:30 p.m.: Topical Clinics
6:45 p.m.: Dinner/Dance

Wednesday, May 8
7:30 a.m.: Continental Stand-up Breakfast (courtesy of presstime)
8 a.m.: Newspaper Advertising Bureau Annual Business Meeting
8:15 a.m., 10:15 a.m.: Two ANPA General Sessions
12 noon: Reception (courtesy of Diario Las Americas, Miami)
12:30 p.m.: ANPA Luncheon
2:30 p.m.: Convention adjourns

Advisory Service rates restructured

The charge for ANPA advisory service consulting work, available to ANPA-member newspapers, is now $250 per staff day, plus expenses for transportation, lodging and meals.

Previously, the Association charged daily rates of $500 for in-plant visits, $250 for travel and $125 for in-office work, plus expenses.

Correction

As a result of an editing error, a professor referred to in the essay for the March issue of presstime (p. 35) was incorrectly placed at the University of Maryland. The professor, a Marxist who brought a libel suit against columnists Rowland Evans and Robert Novak, is on the faculty of New York University. He sought unsuccessfully a position at the University of Maryland. Presstime regrets the error. □

Miami Beach offers much more

BY BRUCE GILES

Unlike many other areas steeped in years of history, Miami Beach is a youngster. But it has learned that its history may be an important part of revitalizing its future.

The resort community dates from 1913, when Carl Fisher hired a crew to hack through swamps, level the mangroves and dredge up sand. He began promoting a "playground" to be called Miami Beach.

Small and mid-sized hotels and homes with a Mediterranean influence sprouted. The image of Miami Beach as a sun and fun capital got its biggest push in 1953 when Arthur Godfrey began broadcasting from the Kenilworth Hotel in Bal Harbour, showing sunny Miami Beach to the frozen multitudes up north.

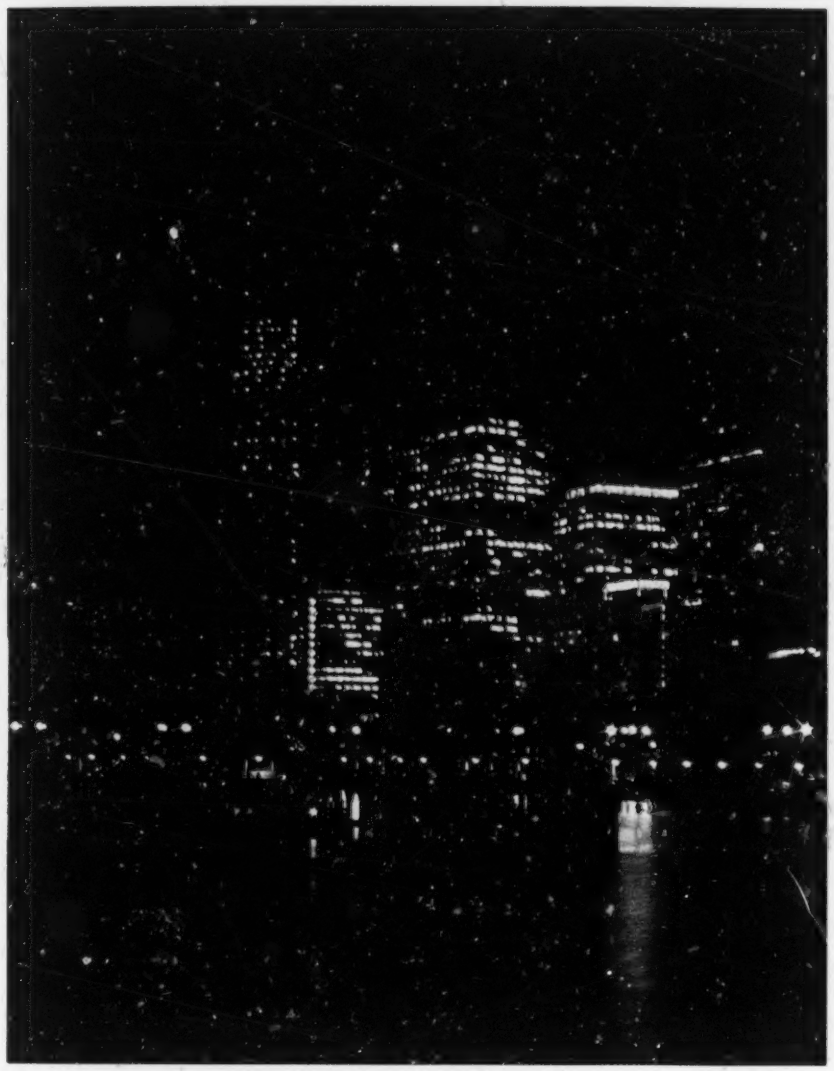
Miami Beach became the land of the four Ss: Sun, sand, surf and, well, sex. (Tourism promoters discovered that newspapers up north couldn't resist a photo of a swimsuit-clad lass frolicking in the surf along about January.)

But the public's tastes changed. Winter vacations in big hotels changed to the convenience of condominium living. Other vacation spots jumped into the fight for tourists. Miami Beach was on a decline—or so it seemed until it began rediscovering its history. Some hotels underwent major renovation. The beach was reclaimed from the ocean with a major beach-renourishment project supported by federal funds.

And then Miami Beach rediscovered itself. It now has the nation's youngest—no, not oldest—National Historic District covering a one-mile square area, south of Lincoln Road Mall. It is a place of immense charm and greater potential.

The Art Deco District suffered the indignities of political insensitivity and social neglect for several decades. But it survives, nearly intact, as the largest collection of 1930s and '40s art deco architecture in the world.

Miami Beach's art deco is a stucco-deco style peculiar to seaside towns, but nowhere else in the world is it so spirited. It results in a seaside resort of capricious, charming buildings—pastel stucco with prows and portholes just as if they were ships, or spires and turrets as if they were castles, buildings with the rhythms of the Jazz Age and the risqué adventurousness of those changing times.



Miami's sparkling skyline towers over the marina and waterfront.

In the Art Deco District, the whole is greater than the parts. There are some superb structures, among them the Bass Museum, 2100 Collins Ave., and the Old Post Office, 1300 Washington Ave. But it is the composite that counts, the assemblage of so many finely scaled and detailed buildings in one square mile.

Throughout the district, art deco buildings are being painted in ice-cream-parlor pastels—various shades of peach and peppermint and grape.

Robert Holland, who restored 15 apartment buildings in Washington, D.C.'s Georgetown, Capitol Hill and Dupont Circle neighborhoods, is one of the developers rediscovering Miami Beach. Last year, his firm bought eight deco-era apartment buildings near Flamingo Park for $3.5 million. Two have been renovated so far.

This year, Holland says he will spend $6.1 million to buy and renovate nine other buildings in the Art Deco District.

Giles is assistant to the executive editor of The Miami Herald.

than sun, sand, surf and sports

A variety of shopping possibilities exists in the Greater Miami area.

Bill Frakes, The Miami Herald

After neglect, Art Deco District is thriving.

He hopes to charm young professionals with sherbet-colored exteriors, landscaped courtyards, high ceilings and hardwood floors.

The city of Miami Beach is priming this redevelopment with money of its own—an $11-million marina, $3.5 million for a South Beach park, $20 million for a police and courts center, a $22-million renovation at the Theatre of the Performing Arts, plus $9.5 million for street, water and sewer improvements.

Around the Bass Museum, there is talk of establishing a "cafe district" where people could linger after the museum or before the theater.

The Colony Theater on Lincoln Road itself is being renovated as a small arts center, to be used for films and live performances.

Lincoln Road Mall, in fact, provides a good walking tour of some of the more interesting examples of art deco.

For example, there's the 1921 Spanish Colonial-style Community Church, the elegant keystone Barnett Building and the whimsical ship-styled Sterling Building. Signs or aluminum trim may cover some of the art deco detailing or Spanish embellishments, but the old architecture is marvelous.

While you're in Miami Beach for the May 6-8 ANPA Convention, take a stroll through the Art Deco District. It's Miami Beach recognizing its history. And it's young enough that it is also a part of your history.

But there's more, much more, to do during your stay. Here are some hints that should make your visit to South Florida more enjoyable:

Weather. Don't worry about any last gasp of winter. The normal daytime high temperature in May is 82 degrees; the low, 74 degrees. The coldest it has ever gotten in May on Miami Beach is 60 degrees—and that was 40 years ago. There's always a chance of a morning shower (total precipitation for the month is 4.40 inches), but weathermen confidently predict a 67-percent chance of sunshine. Don't forget to pack your sunglasses with your other summer wear.

Sports. You'll be a little early for the Miami Dolphins and a little late for baseball spring training. So how about gambling on something a little different—perhaps thoroughbred racing at Calder Race Course, 21001 N.W. 27th Ave. (telephone 625-1311). Or you might like dog racing at Biscayne Kennel Club, 320 N.W. 115th St. (754-3484). Or you might consider the sport that began in the Basque region of Spain—jai alai—at Miami Jai Alai Fronton, 3500 N.W. 37th Ave. (633-9661).

Fishing: Fishing deserves mention as one of the more popular diversions. Fishing cruises with a crew of two and tackle can be chartered for a half day for Gulf Stream trolling for marlin, sailfish, wahoo and dolphin. These crafts accommodate six people. Half days on drift fishing boats with 25 to 30 persons aboard are also available. The closest are Miamarina in downtown Miami's Bayfront Park (374-6260), or at Haulover Beach Park Marina, 10800 Collins Ave. (947-3525). Or you might try Crandon Park Marina on Key Biscayne (361-5421) or Dinner Key Marina in Coconut Grove (579-6980).

See it by water. What better way to see Miami Beach and its surrounding communities than from the water. One cruise offers a waterway tour of Biscayne Bay and Millionaire's Row, another offers a trip up the Intracoastal Waterway into Fort Lauderdale. Two others take in popu-

lar South Florida attractions as part of the cruise: the Miami Seaquarium, home of a killer whale, friendly porpoises and sprightly sea lions; or Villa Vizcaya, the dream home from 17th Century Italy created for the late James Deering at a cost of $20 million. Courtesy bus service to the dock is available. (Call 945-5461.)

Or if you really want to hit the open seas for a day, you might try a SeaEscape trip which leaves for the Bahamas at 8:30 a.m. and returns to Miami by 11 p.m. (1-800-327-7400).

Shopping. Time always has a way of disappearing when you're shopping. Mentioned above is Miami Beach's Lincoln Road Mall, a pedestrian walkway with palms, fountains and flowers. But if you're a serious shopper and looking for fashion, you should head to the Bal Harbour Shops, with such stores as Nieman-Marcus, Saks Fifth Avenue and Bonwit-Teller. Or you might go to The Omni shopping center in downtown Miami, or to the collection of shops at Mayfair in trendy Coconut Grove.

Tennis, golf, vita. For tennis, all you need do is step out the door to the courts at the Fontainebleau Hilton Racquet Club. Tennis courts are available at most of Miami Beach's city parks, too.

For golf, the closest 18-hole public courses are Bayshore Golf Course (673-7707), 2301 Alton Road, or Normandy Shores Golf Course (673-7775), 2401 Biarritz Drive. But if you're looking for something special, you might want to try the Doral Country Club (592-2030), the site of the PGA Doral Open. (For a real challenge, you can ask for the blue course which the pros play—otherwise known as the Blue Monster.) Another excellent course is the Key Biscayne Golf Links (361-9129), one of the nation's most challenging par-72 championship links, set on 200 acres of bayfront among natural Florida hammocks, mangroves and lagoons.

Or if you wish to limber up those muscles, you could try one of the two 10-station vita (exercise) courses on Miami Beach—one at North Shore Open Space Park, 70th Street and Collins Avenue, the other at Pine Tree Park, 45th Street and Pine Tree Drive.

Sightseeing. Water and tropical plants provide the setting for many of the most popular sightseeing attractions. You might start at the Seaquarium (361-5703). Across the street is Planet Ocean, with an educational, scientific flair. You can walk through a simulated hurricane or journey to the bottom of the sea via seven screens and 28 projectors.

The beach has been reclaimed from the ocean with a major beach-renourishment project.

Across from the Seaquarium on the mainland is Villa Vizcaya (579-2708), where you can wander through the Renaissance, Baroque, Rococo and Neoclassical rooms of this 1912 private villa and its formal gardens. Farther south, you might try Parrot Jungle (666-7834), where colorful parrots and macaws fly free and eat from your hand and beautiful pink flamingos perform their march. Or try Monkey Jungle (235-1611), where monkeys roam free and visitors walk through caged trails. For peaceful wandering through nature, try Fairchild Tropical Garden (667-1651), 83 acres of tropical plants from around the world. One of Miami's newest attractions is the 160-acre Metrozoo (251-0400), where animals roam freely on islands surrounded by moats.

Museums. The Metro-Dade Cultural Center (375-1700) contains Miami's Public Library, Center for the Fine Arts and the Historical Museum of South Florida. The museum depicts Florida's past from Indian tribes, pirates, sunken treasure ships and European explorers to Dade County's early pioneers Julia Tuttle and Henry Flagler. Other possible stops for the art buff might include the Metropolitan Museum and Art Center in Coral Gables (442-1448), the Lowe Art Museum on the University of Miami campus (284-3535) and the Bass Museum on Miami Beach (673-7530).

Day trips. These trips will take more than a few hours, but you'll find the sights only in South Florida. Located at the beginning of the Florida Keys is John Pennekamp Coral Reef State Park (248-4300), an undersea park with 50,000 live coral formations and the only living coral reef in the Northern Hemisphere. Boats for snorkeling, diving or simply sightseeing are available. Or you might want to take a trip to Everglades National Park (247-6211), more than 1.5-million acres of wilderness offering refuge to vanishing species of tropical plants and wildlife. Slightly more commercial are several Everglades boat tours where you can skim over the sawgrass in an airboat and see exotic foliage and wildlife. Two locations: Everglades Holiday Park (Griffin Road and U.S. 27 in Fort Lauderdale), and on the Tamiami Trail (U.S. 41).

Restaurants. South Florida is home to some of the country's finest restaurants. Here are several that should suit your taste:

• *Joe's Stone Crab*, a South Florida institution since 1913 where a specialty is the stone crab. (No reservations taken.) 227 Biscayne St., Miami Beach (673-0365).

• *The Forge.* This French-Continental restaurant has perhaps the second-largest wine list in the state, and a lovely crystal chandeliered dining room. 432 Arthur Godfrey Road, Miami Beach (538-8533).

• *Cafe Chauveron.* This French restaurant stands for fine, elegant dining in an atmosphere of old-style elegance with cuisine to match the ambiance. 9561 E. Bay Harbor Drive, Bay Harbor Island (866-8779).

• *Malaga.* One of the best Cuban-style restaurants in the area, it has two dining rooms separated by a courtyard on Calle Ocho (8th Street), in the heart of Little Havana. 740 S.W. 8th St., Miami (858-4224).

• *El Bodegon Castilla.* Not a Cuban restaurant, it has the best Spanish cuisine in the city. A bilingual menu offers "angulas de aguinaga" (baby eels) and "paella Valencia" (seafood, chicken and yellow rice) among other dishes. 2499 S.W. Eighth Street, Miami (649-0863).

• *Raimondo's.* This restaurateur's Italian genius has dominated the dining scene for many years. Try the lobster bisque in a tomato-based broth. 4612 S.W. LeJeune Road, Coral Gables (666-9919).

• *Reflections on the Bay.* This "Floridian" restaurant is nestled in downtown Miami, among the docked sailing ships and powerboats at Miamarina. One of the most beautiful places in the city to dine. 301 N.E. Miamarina Parkway, Miami (371-6433).

• *New York Steak House.* This small restaurant located in the rear of a motel is a living testimony to the great American steak house, truly the best place for steak and lobster in South Florida. 17985 Biscayne Blvd., North Miami Beach (932-7676).

• *Vinton's.* Another restaurant in an old hotel off the beaten path, Vinton's is perhaps one of the best French restaurants in the area. Chef René produces some remarkable dishes featuring fresh Florida seafood in this intimate setting. 116 Alhambra Circle, Coral Gables (445-2511). □

ANPA Calendar

APRIL

ANPA Industry Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Holiday Inn Lake Shore Drive, Chicago, April 22-24

ANPA Newspaper Quality Control Seminar-Offset
The Newspaper Center, Reston, Va., April 29-May 3

MAY

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Fontainebleau Hilton, Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

prestime Advisory Committee meeting
Fontainebleau Hilton, Miami Beach, May 6

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside & Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center and New Orleans Hilton Riverside & Towers, June 8-12

ANPA Executive Committee meeting
New Orleans Hilton Riverside & Towers, June 10

Newspaper Training Conference sponsored by ANPA and NPRA.
Back Bay Hilton, Boston, June 20-22

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation NIE Training Seminar
Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations
The Newspaper Center, Reston, Va., July 22-26

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Letters

'No-brand,' returnable newsprint core needed

How many production departments want to save time and storage space? By adopting a "no-brand" returnable newsprint core policy we could realize these savings. The Dispatch Printing Co., publishers of The Columbus Dispatch and agents for The Columbus Citizen-Journal, has submitted this plan to the ANPA/CPPA (Technical Section Joint Standing Committee) for consideration.

Our warehouse operation could save several thousand dollars annually, first in wages spent on sorting and stacking various brands and sizes of cores. All of our manufacturers have their names printed on each of their cores, so depending on the number of suppliers a newspaper might have, there is considerable time spent sorting the cores by newsprint manufacturer and size, so each manufacturer receives their own cores back.

Additionally, in our case we would free up 4,600 square feet of warehouse space. This space could be used to store up to 1,300 full rolls of newsprint. With our four suppliers multiplied by three core sizes and again multiplied by the number of cores or core racks necessary to minimally fill a rail car, we have wasted considerable space.

In the past few months we have discovered numerous cores in all sizes from about a dozen different newsprint manufacturers. Our own four suppliers wind their newsprint on other suppliers' cores, and we believe all suppliers either could or do use cores interchangeably. Why not implement a "no-brand" core program throughout the industry?

Providing everyone involved worked together, as the advertisers and newspapers did in 1984 when we adopted SAUs, immediate savings would result. This program should be adopted, either through national acceptance or core standardization.

Robert A. Hanson
Warehouse foreman
The Dispatch Printing Co.
Columbus, Ohio

Unite network efforts

I read your article on preprint networking in the February issue of presstime with a great deal of interest. Fortunately, The Fayetteville Observer and The Fayetteville Times have been active participants in both the NAB Datamap project and Landon's newspapers networks. I do not believe either is receiving the attention they deserve. . . . Both these efforts, especially Landon's networks, which have already moved millions of preprints from mail to newspapers, prove that newspapers can not only professionally compete, but win at that level.

I can only wonder, however, how influential these projects might be if they were united. The bureau, with its seemingly limitless data and high-gloss presentations, would perfectly complement the proven sales techniques employed by Landon. Maybe someday.

Jack Glarrow
Marketing director
Fayetteville Publishing Company
Fayetteville, N.C.

HAVE YOU MADE
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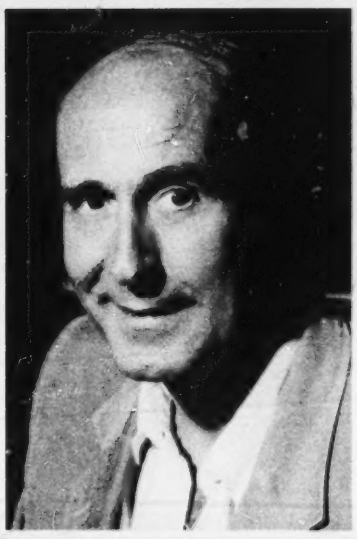

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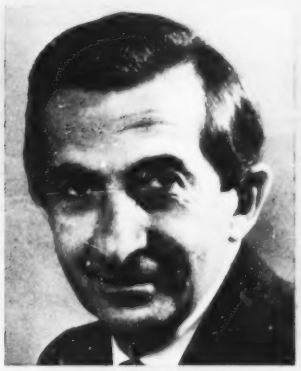


Louis D. Boccardi

John Paul Stevens

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Shoptalk on Grenada, Libel, Ethics and Other Current Media Subjects
ANPA Chairman and President Richard J. V. Johnson, president, the Houston Chronicle. Hawaii Chapter of the Society of Professional Journalists, Sigma Delta Chi, Honolulu, Feb. 3.

An Excellent Product + Superb Marketing = A Successful Newspaper
Walter E. Mattson, president and chief operating officer, The New York Times Co. Advertising Club of Greater Boston, Dec. 5, 1984.

First Amendment: Public Right or Media Privilege?
J. Kaj Spencer, publisher, York (Pa.) Daily Record. York Rotary Club weekly meeting, Feb. 13.

Libel Suits—They're an Effective Weapon Against Freedom of Expression
Eugene L. Roberts Jr., senior vice president and executive editor, The Philadelphia Inquirer. William Allen White Memorial Lecture, University of Kansas, Lawrence, Feb. 8.

Management's Role in Minority Recruitment
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE Minorities in the Newsroom Conference, University of Texas, Arlington, Feb. 21.

Concerns About the Relationship Between the Press and the Public
Louis D. Boccardi, president and general manager, Associated Press, New York City. The Press-Enterprise Lecture Series, University of California, Riverside, Feb. 5.

USPS Initiatives that May Have Significance for Publishers
Paul N. Carlin, U.S. postmaster general. National Newspaper Association's Government Affairs Conference, Washington, D.C., March 6.

Television Coverage of Supreme Court Proceedings
Supreme Court Justice John Paul Stevens. Florida State University School of Law, Tallahassee, Jan. 26.

On Libel and Rhetoric
Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York. ANPA Government Affairs Committee, Washington, D.C., March 7.

Telecommunications Roundup: The Last Six Months
Kathleen Criner, ANPA director/telecommunications affairs, and Jane Wilson, ANPA assistant director/telecommunications affairs, Reston, Va. ANPA Telecommunications Committee meeting, Washington, D.C., March 5.

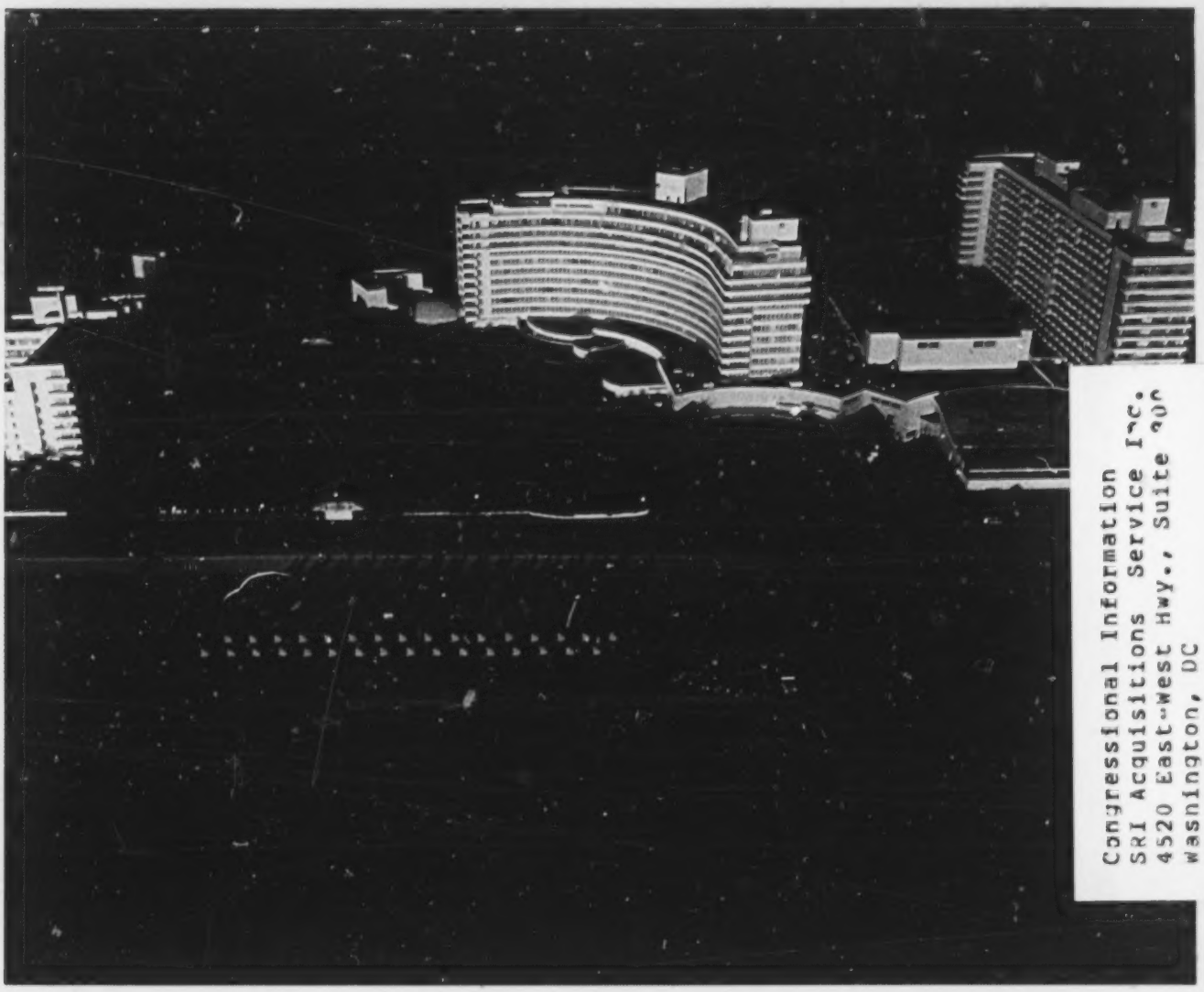
VDTs in the Workplace: Education—Not Legislation—Is Needed
George R. Cashau, ANPA director/technical research, Reston, Va. Testimony before the House Labor Committee, Washington, D.C., Feb. 27.

The First Amendment and Professional Broadcast Journalism
Thomas H. Wyman, chairman and chief executive officer, CBS Inc. Sloan Colloquium in Communications, Duke University, Durham, N.C., Feb. 5.

The Mass Media and Public Trust
Robert MacNeil, executive editor, MacNeil-Lehrer NewsHour, Public Broadcasting Service. Gannett Center for Media Studies dedicatory ceremonies, Columbia University, New York City, March 13.

Journalists and Businessmen Have a Lot in Common: They are Distrusted by the Public
Irvine O. Hockaday Jr., executive vice president, Hallmark Cards Inc., Kansas City, Mo. Associated Press Managing Editors Association annual convention, Miami, Nov. 30, 1984. (Or see Feb. 1, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

99th Annual Convention



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Prominent U.S. and foreign political leaders top the list of headliners that are scheduled to address the May 6-8 Convention at The Fontainebleau Hilton in Miami Beach. The Convention, ANPA's first in Florida, will focus on Latin America. Scheduled speakers include Prime Minister Edward Seaga of Jamaica, former U.S. Secretary of State Henry A. Kissinger, U.S. Ambassador Vernon A. Walters, Chief Justice Warren E. Burger, Commissioner of Baseball Peter V. Ueberroth and the Rev. Billy Graham. Be there!

A 2350-2

May 1985

presstime

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Business Software Revolutionizing Newspapers

Countersuits: Newspapers strike back

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Royal Zenith 4050 Single-Channel Scanning

The Simple Solution To The Complexities of Color

Conventional Complexity

The revolutionary design of the Royal Zenith 4050 Scanner began with analysis of the complex problems inherent in all conventional scanners.

Conventional three-photomultiplier scanners inevitably suffer from variations in stability, due to such effects as heat, age and humidity. As a result, grey balance drifts constantly, and must be corrected repeatedly by adjustments on a grey scale.

Just as film varies batch to batch, each channel of a conventional scanner drifts differently, limiting the two most important qualities you seek in a scanner — reliability and color accuracy.

Because of the filters and beam splitters in multi-channel systems, only a fraction of the light coming from the original can reach the photomultiplier — which is why conventional scanners lose shadow detail. In addition, glass and gelatin filters fade and cause color changes, while narrow band dichroic filters increase the problems of dye differences.

The Simple Solution

The Royal Zenith response was as simple as it was brilliant: One photomultiplier to do the work of three, and one channel of electronics instead of four.

The main advantage of this "single channel" concept is that — should a variation in performance occur — it is equal on all channels, so that grey balance literally never changes.

There are no beam splitters or filters in the RZ 4050. Instead, there is a prism that produces perfect color fidelity every time, regardless of age and with none of the problems of conventional filters. Grey balance is reached much faster, and remains stable! Color drift is eliminated, so there's no need to spend time using a grey scale when setting up. Approximately 10 times more light hits the photomultiplier, to bring out greater color and detail, from even the deepest shadows.

Unsharpmasking is automatically color selective, which means an end to the unnatural "black line" effect. And, where color cast removal on conventional scanners is, at best, a compromise, RZ 4050 color cast removal is incomparable.

RZ 4050 Simplicity

Most important, the RZ 4050 single channel system is both electronically and optically reliable. There are 75% fewer parts and circuits, resulting in much shorter operator training time, fewer adjustments and less downtime, maintenance and replacements.

The Royal Zenith 4050. For the nearest thing to photographic truth.

You're going to see and read more about the quality advantages of the Royal Zenith 4050 Scanner. Throughout the year, in this periodical and others, we will present the individual engineering advancements designed into the RZ 4050 for only one purpose — your highest color standards.

The separations for this ad were produced on a RZ 4050.

Royal Zenith Corporation

Royal Zenith 4050

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Where you can do business with more Edge Act corporations than anywhere else in the United States. And unwind with food, ambiance and cultural diversions limited only by your imagination.

Where you can board a ship at the world's busiest cruise port and find it's getting $250 million bigger and better.

Where you deplane amidst $1 billion in expansion at our airports.

Where you can ride a clean, elevated rapid-transit system more than 20 miles for a buck and see works of art at every station.

Where you can reach more than a million citizens of the nation's most dynamic market every day with one newspaper.

Imagine.

That's the key to our cities.

Because South Florida's greatest asset is that it doesn't stand still.

It doesn't know how.

And neither do we.

THE MIAMI HERALD
is proud to welcome the
American Newspaper
Publishers Association

ANPA PRESSTIME
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COCKTAIL RECEPTION
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Collections in the Center for the Fine Arts and the Historical Museum of Southern Florida. Monday, May 6, 5 to 8 p.m.
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INDEX | VOLUME 7, NUMBER 5 | MAY 1985

Special Report *Now it's the turn of the business side of newspapering to reap the benefits of the computer revolution. With advances in software, newspapers are finding a multitude of new ways to use computers to improve and streamline their advertising, circulation and financial operations. Some predict a future in which all of the business areas of a newspaper will be linked by a computer network. And, just as they have made their presence felt in news departments, personal computers also are finding niches in some newspapers' business departments.* **28**

Suit, countersuit *Fed up with frivolous libel suits, more and more news organizations are fighting back by filing countersuits.* **6**

Pricing potpourri *To beat the competition and meet the needs of advertisers, newspapers offer a variety of pricing options.* **10**

Sexual harassment *With claims involving the American workplace on the rise, newspapers take steps to curb sexual harassment.* **14**

Precocious publishers *Some people say there is a trend toward more youthful occupants in daily newspapers' top jobs.* **16**

Ad buys by computer *Two computerized systems are being developed to make it easier for advertisers and their agencies to buy space in newspapers.* **20**

Attitude adjustments *Employee attitude surveys are helping newspapers of all sizes correct weaknesses and capitalize on strengths.* **22**

Consumer beat goes on *Newspapers' consumer reporting continues, but its form has changed since the heyday of consumerism in the 1970s.* **24**

Profile: John Patinella *The Baltimore Sunpapers' circulation director stresses sales in a highly competitive market.* **36**

Essay: Media mergers *Securities analyst J. Kendrick Noble Jr. explains what the media acquisitions boom means for the newspaper industry.* **38**

Credibility *Newspaper people are concerned—but not surprised—about the widespread distrust of the media indicated by ASNE study.* **56**

Conference preview *A glimpse at what will be on the display floor at next month's 57th Annual ANPA Operations Management Conference & Exposition.* **62**

Sexual harassment, p. 14

Business software, p. 28
(Cover photo by M.C. Valada.)

Flexible ad pricing, p. 10

Advertising	70	Employee relations	72	Postal affairs	49
ANPA calendar	86	Government affairs	40	Readership	50
ANPA news	88	News-editorial	55	Speeches	80
Books	49	News research	52	Technology	62
Chairman's corner	4	Newspaper business	82	Telecommunications	47
Education	48	Newsprint	78	World press	46

CHAIRMAN'S CORNER

Newspaper industry acts to ensure safety of VDTs now and in the future

Since their introduction in the early 1970s, video display terminals have revolutionized production of the newspaper. Today VDTs serve as important tools for journalists, as well as for production, advertising and composing personnel.

We all know that the introduction of any new technology inevitably creates uncertainty—sometimes even fear—in the workplace. Education of our employees on the use of VDTs has helped to dispel most uneasiness, but some folks still express concerns.

Richard J. V. Johnson

So, ANPA provides a Technical Advisory Service showing members how to assist their employees in the proper handling of VDTs. When you utilize this service, one or more of ANPA's five industrial hygienists will visit your newspaper to perform ergonomic evaluations and equipment tests. The ergonomic evaluation includes a review of your VDT workplace and recommendations on improvements, if needed. And, a new resource manual on VDTs is scheduled for distribution in July.

The fact is that the National Research Council, the American Academy of Ophthalmology, and the American College of Obstetricians and Gynecologists all have concluded that the scientific literature contains no evidence that video display terminals pose a health and safety risk. In our own testing of over 2,000 terminals, we have found no dangerous radiation that even approaches any known standard.

We do know that a properly designed workstation contributes to a worker's comfort, well-being and productivity. And from ANPA's Technical Advisory Service visits to newspapers around the country, we have learned that workers' ideas of comfort are complex and that there can even be totally opposite, yet rational, requests. Most newspaper managers feel it is important to give the operator as many controls over his or her VDT workstation as possible. There also are very simple steps that can be taken to reduce glare and to improve posture.

We do not believe, however, that guidelines on furniture height, style, keyboard angles and lighting can or should be set by government legislation or regulation. There are no generally accepted standards. The technology is continually evolving. Both employers and employees are aware of and are addressing the situation. Yet there are still those who would carve out arbitrary standards by law.

Neither are ergonomic guidelines, rest breaks and eye exams properly the subject of legislation or regulation. They are best handled when the employer works things out with his employees.

VDTs are a great boon to our business and our employees, just as they are in many other fields. They are here to stay. We know they are safe now; and we are determined to keep them safe.

Richard J. V. Johnson
Chairman and President

ANPA

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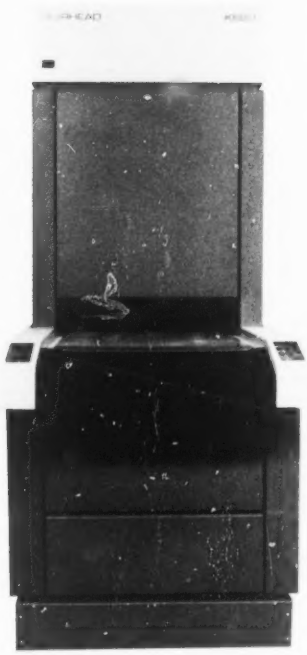

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UNMERITED LIBEL CASES

BY MARGARET GENOVESE
presstime staff writer

Faced with libel suits that they believe are groundless or brought with ulterior motives, some newspapers and other media are turning the tables and "countersuing."

Countersuing is the generic label given to a number of legal actions that are increasingly being talked about, publicized, considered, threatened and taken.

One media attorney calls countersuing the "hottest" legal subject in publishing circles today, although there have been few cases and fewer decisions. There's even some talk of setting up an industry fund individual papers could tap to pay the costs of bringing countersuits.

By countersuing, media libel defendants hope to recover their costs of defending frivolous suits and to send a message to attorneys and the public that bringing a libel action is not risk-free.

"What I'm trying to do is establish the fact that if you are going to sue The Charleston (W.Va.) Gazette and you don't know what you're talking about . . . (you had) better be prepared to pay the consequences of your recklessness," says Publisher W.E. Chilton III, who has filed one libel countersuit and numerous motions to recover attorney fees in other libel cases [presstime, Aug. 1984, p. 31].

Chilton has named lawyers as defendants in his countersuits because he says the "average citizen" does not know the law of libel and relies on the advice of an attorney as to whether there is sufficient cause to bring suit.

Suing lawyers is not the only way to countersue. Media attorney Floyd Abrams advocates countersuits but thinks "the people to go after are clients, not lawyers." Abrams would not rule out suing lawyers but says, "as a general proposition," you should sue the actual plaintiff.

Countersuing is not a brand new option. But until recently, it apparently was not one exercised by many newspapers. Chilton, for example, says he could not get his former attorney to countersue. "He just wasn't a suing lawyer," he says.

W. Terry Maguire, ANPA vice president/general counsel, believes newspapers' attorneys may not volunteer countersuits against attorneys as an option because "lawyers don't like to sue lawyers." Nevertheless, Maguire likes the countersuit approach. "I think it is an excellent thing that more publishers are thinking about it and asking their lawyers about it," he says.

However, Maguire cautions that the ploy is not a panacea for the media's libel problems. "It would be unfortunate to suggest that the perceived problem of libel that we have today is largely the result of frivolous suits, because I don't think that's the case," he says.

Nor is countersuing without problems. A major one is the cost to pursue a case in which the outcome is uncertain. Courts have tended to look unfavorably upon actions that could discourage legitimate suits, says Alice Neff Lucan, assistant general counsel for Gannett Co. "Remember the system is biased toward letting people litigate," she says.

"Filing a counterclaim should not become a knee-jerk reaction. . . . Publishers should evaluate the facts of each case."

Gary B. Pruitt

Yet in Phoenix, one lawyer who recently prevailed on a motion to recover attorney fees on behalf of libel defendants believes crowded dockets may be making courts more sympathetic to countersuits. "I think the courts here, and I would guess all over the country, are turning more and more to the philosophy that too many lawsuits are groundless," says James F. Henderson. "Consequently, the courts are assessing the plaintiffs in those lawsuits with attorney fees and costs, which aren't normally assessed in that type of lawsuit."

Gary B. Pruitt, counsel for McClatchy Newspapers, calls the countersuit a "virtually untapped resource" for publishers. "But filing a counterclaim should not become a knee-jerk reaction to every libel suit," he says. "Publishers should evaluate the facts of each case to determine if a counterclaim is appropriate."

"Abuse of process." McClatchy decided that a counterclaim was justified after being sued for $250 million last September by U.S. Sen. Paul Laxalt (R-Nev.).

Laxalt claims he was libeled in stories that ran in November 1983 in three of McClatchy's California dailies—The Fresno Bee, The Modesto Bee and The Sacramento Bee.

The stories reported that "substantial sums of money were illegally skimmed" from a hotel-casino in Carson City, Nev., during the time it was partly owned by Laxalt.

In their $6-million counterclaim, filed as part of their response to Laxalt's complaint, the defendants, the newspaper company and several of its employees, claim that by filing the libel suit Laxalt "unconstitutionally restrained, chilled and burdened" the exercise of their First Amendment rights and responsibilities.

They also claim that Laxalt's purpose in filing suit "was not to collect damages allegedly resulting from the publication of the articles," but to intimidate the McClatchy organization and others in the press from publishing or broadcasting unfavorable stories about him. They say that constitutes an "abuse of process."

Abuse of process is one of the leading theories on which media defendants are basing their countersuits. Pruitt defines it as "the use of legal process for a purpose other than (that) which it was designed to accomplish. In other words, you are suing for libel, but actually there is an ulterior motive."

To prove abuse of process, the libel defendant does not have to prove that the plaintiff lacked probable cause to bring the suit, Pruitt adds. In fact, he says, the libel plaintiff could have a strong case.

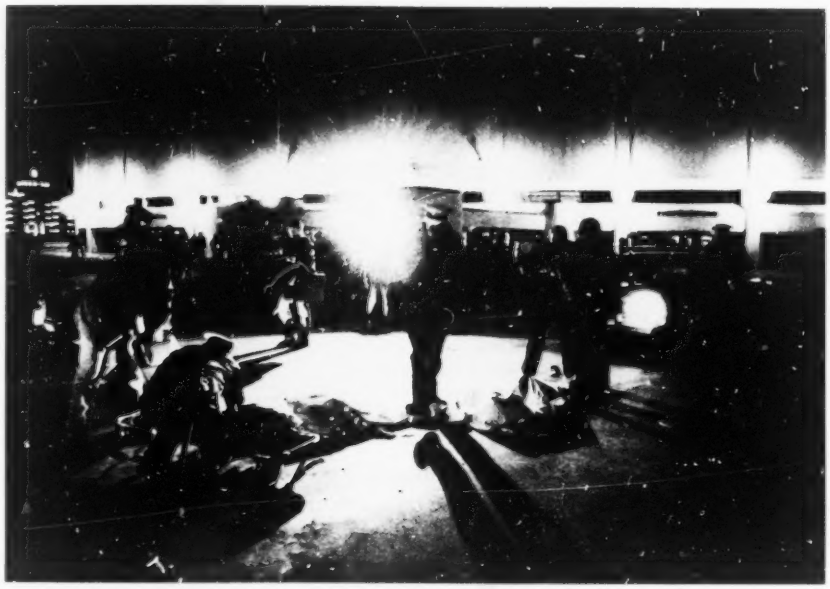
Abuse of process and violation of constitutional rights also are claimed in a

TRIGGER COUNTERSUITS

prominent countersuit by E.W. Scripps Co. and several of its employees against Victor Guy Ninio, the operator of an ambulance service.

Ninio's firm contracted to provide ambulance service to Cincinnati's Riverfront Coliseum during a 1979 rock concert at which 11 persons were killed. He sued in an Ohio court over two articles that ran in The Cincinnati Post, a Scripps Howard newspaper, that reported that one of the ambulances operated by Ninio was not equipped with oxygen.

In their countersuit, filed in Los Angeles County Superior Court where Ninio since has moved, the Scripps defendants say Ninio has admitted that and other contested statements, yet he refuses to dismiss the suit unless he is paid $75,000. They contend he is persisting in his suit to "silence" them and other members of the media and to punish them by making them bear legal costs. They have asked for $1.1 million in damages.



Associated Press

E. W. Scripps Co. filed a countersuit against an ambulance service operator after an incident at Cincinnati's Riverfront Coliseum in which 11 people were killed.

Malicious prosecution. In what has been hailed as a significant victory for Scripps, a Los Angeles County Superior Court judge, in a decision upheld by a state appeals court in February, denied Ninio's motion to dismiss the countersuit. Judge Charles E. Jones said the libel defendants did not have to wait until the libel case in Ohio was decided to sue Ninio.

In addition, Jones said, if the defendants win the Ohio libel case, they can add another claim to their countersuit—"malicious prosecution."

In one of the most recent libel countersuits to be decided, Homer F. Marcum, a weekly newspaper editor in Kentucky, sued a former county official for malicious prosecution and won.

Unlike an abuse-of-process claim, a malicious prosecution suit requires defendants to wait until the underlying case has been disposed of in their favor or dropped before countersuing, according to Joe F. Childers, Marcum's lawyer.

Marcum, editor and publisher of The Martin Countian in Inez, brought his action against Willie Kirk, an elected official for Martin County, and his attorney, John W. Kirk. The latter is Willie Kirk's cousin and the owner of a weekly newspaper that competes with The Martin Countian.

Marcum countersued after winning a libel case brought by Willie Kirk over a 1977 article reporting that Kirk had had a fist fight with the local jail matron.

Marcum "was fed up," explains Childers. "He had been sued for libel, the way he had counted it, seven times, and none of those cases had been successful." Six of the libel claims, Childers adds, were made by Willie Kirk, by John Kirk or by someone represented by John Kirk.

According to Childers, six elements had to be proved to prevail in his malicious-prosecution case: that Kirk had brought the original suit, that he had continued it, that it was terminated in favor of Marcum, that there was no probable cause for bringing the libel suit, that Kirk brought the suit with malice, and finally, that Marcum had suffered actual damages.

On Jan. 30, a jury in a state trial court in Boyd County awarded Marcum more than $21,500—$11,891 in legal expenses for defending the libel suit, $4,700 in actual damages for lost time and wages, and $5,000 in punitive damages. Kirk has appealed to the Kentucky Court of Appeals.

Newspapers also have successfully used countersuit threats to settle libel actions before trial. Gannett, for example, recently settled a libel suit after it told the plaintiffs in the case it would sue for malicious-prosecution if it won the libel case.

At issue was a 1983 column that ran in The Morning News and Evening Journal in Wilmington, Del., questioning the decision to give $9.3 million in revenue bond money to a company owned by developers Mario B. and Joseph L. Capano.

In the settlement, the Capanos not only agreed to drop their libel action but also paid the newspaper company $100.

Other causes of action. There is nothing prohibiting a media libel defendant from claiming abuse of process *and* malicious prosecution in a countersuit. The Charleston Gazette claims both in its countersuit against a Charleston attorney.

Nor are these the only two theories on which media libel plaintiffs have based countersuits. In responding to a libel suit filed against it by Lyndon H. LaRouche Jr., an independent candidate for president in

1984, the National Broadcasting Co. counterclaimed for "intentional interference with business relations."

LaRouche claimed NBC had libeled him in broadcasts on its Nightly News and First Camera programs.

NBC's counterclaim charged that LaRouche had attempted to sabotage a scheduled interview for one of those broadcasts. The network said LaRouche's staff had obtained information on when it planned an interview with U.S. Sen. Daniel Patrick Moynihan (D-N.Y.) and had placed two phone calls, one to Moynihan's office, purporting to be on behalf of NBC, the other to NBC, purporting to be on behalf of Moynihan's office, calling off the interview.

The jury found against LaRouche on his libel claim but it found for NBC on the business-interference claim. The jury assessed $3 million in punitive damages and $2,000 in compensatory damages against LaRouche. The punitive damages were reduced Feb. 20 to $200,000 by U.S. District Judge James C. Cacheris. LaRouche has appealed to the 4th U.S. Circuit Court of Appeals.

Attorney fees. Unlike the British legal system in which the losing party in a lawsuit pays the winner's fees, the American system, with some exceptions, requires each side to pay its own expenses. There is, however, a provision in the federal rules of civil procedure that authorizes courts to impose sanctions, including "reasonable" attorney fees when cases are brought frivolously. Rule 11 states that the signature of an attorney or his client on a legal document certifies that the particular pleading is "well grounded in fact" and is not being made for "any improper purpose, such as to harass or to cause unnecessary delay or needless increase in the cost of litigation."

James F. Henderson

In the case that experts cite as the one that brought media countersuing to the fore, defendants based their request for attorney fees, in part, on an earlier version of Rule 11.

In that 1977 case, finally decided in 1983, a Boston law firm was ordered to pay $76,000 to the defendants in a lawsuit charging securities fraud. The defendants were a reporter and editor for Barrons, the business weekly of Dow Jones & Co., Dow Jones and several investors.

Ultimately, a U.S. District Court ruled that although the case was instigated in good faith, after a certain point it was continued in bad faith. The court based its decision to award fees on case law and a federal court's inherent power to impose sanctions for bad-faith litigation.

Although Rule 11 applies only in federal courts, media lawyers say virtually every state has similar rules or laws.

In Arizona, for example, libel defendants recently were awarded more than $8,000 under terms of a state law that authorizes courts to award attorney fees when there is evidence that a suit is groundless, constitutes harassment or is not made in good faith.

In that case, David C. Porter, a former official in the city of Show Low, sued radio station KVSL and the mayor of Show Low in a dispute over a report concerning a meeting to discuss a city building matter.

The bottom line. While countersuits seem to be gaining in popularity, there is still great reluctance on the part of newspapers to bring them.

The Washington Post, for example, has raised the issue of Rule 11 sanctions "informally" with lawyers in libel cases, and this has "resulted in people dropping lawsuits," according to Vice President/Counsel Boisfeuillet Jones Jr. But the Post has never brought a formal libel countersuit, he says.

"Generally, we simply like to avoid litigation, so we aren't terribly interested in getting mired down in litigation one way or another," Jones says.

Libel insurance companies also would rather cut their losses after the conclusion of a libel action than engage in more costly legal proceedings, according to Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Although his company has authorized countersuits "in a few instances where we felt it was productive to the case," Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, says a countersuit is "obviously an offensive weapon which is not paid for in a defensive libel insurance contract where the payment is to defend you against a suit and subsequent loss."

However, O'Brien says a "policy rethinking and change" may be called for to provide for special use of countersuits.

Meanwhile, two publishers independently have proposed that a fund be established to assist newspapers in countersuing.

Philip Merrill, publisher of The Capital in Annapolis, Md., made his proposal to ANPA after his company's attorneys suggested he countersue in two libel cases.

Rather than take on the issue individually, Merrill says he sees more merit to a coordinated, industry-wide effort by newspapers. He suggests that either through ANPA or on an ad-hoc basis newspapers get together and select a series of cases with "legal significance" brought by credible law firms and countersue the attorneys in the cases.

He has offered to put up $250,000 if 10 other newspaper organizations will do the same.

The Charleston Gazette's Chilton is the other publisher who proposes a fund be established. He suggests it be called the "newspaper business attack fund." □

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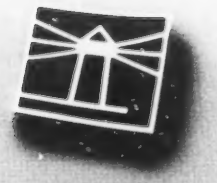

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TOTAL COMMUNICATIONS

Flexible pricing on ads makes newspapers a better buy

BY MARCIA RUTH
presstime staff writer

When Henry Ford marketed the original Model T, he said he would make it available in any color the customer wanted—so long as it was black.

At about the same time, newspapers were making advertising available to their customers on the same basis—by the column inch, run of paper, always to the same number of readers—take it or leave it.

Even a generation later, many newspapers' ad rate cards were just that: cards with a few rows of figures set in small type. At the most, they included only a few discounts for volume or extra charges for fancy artwork.

But now, the cards are booklets. They contain multiple pricing schemes as different from the old column-inch system as today's array of automobile colors is from Henry Ford's original showroom offering.

Flexible pricing policies now in effect at many newspapers take into account not only normal ROP advertising but also:

- Zoned editions, allowing advertisers to target newspaper subscribers in specific areas
- Total-market-coverage programs that reach non-subscribers
- Multi-page, ROP sections featuring consecutive ads by one advertiser
- Special sections that package advertising about a single topic such as home furnishings, health and entertainment.

Depending on a particular newspaper's approach, these types of advertising options may be delivered weekdays or Sunday, and by geographic or—in the case of non-subscribers—demographic patterns. Many newspapers offer a choice of carrier delivery or mail for some of their products. Specific rates are set for each twist and turn.

"This kind of creative pricing has come about by necessity," says Thomas J. Holbein, executive vice president of the Dallas-based research firm Belden Associates. "Newspapers have changed because their advertisers have demanded it, and their competitors have forced them into it."

At the same time, gross circulation totals have become less significant as advertisers care more about who readers are and what parts of the paper they peruse. Increasingly sophisticated at meeting specific needs with a "media mix," advertisers are seen as receptive to innovative packaging of newspaper advertising.

"The more creative you are in designing the menu, the stronger you are in your marketplace," says Edward R. DeVoge, president of the International Newspaper Financial Executives (formerly INCFO). "You figure the advertiser out there has a given budget, and your strategic plan has to be to capture as much of every advertiser's advertising budget that you can."

DeVoge, vice president and treasurer of the Observer Publishing Co. in Washington, Pa., adds: "The average rate per ad line you capture may drop because you're offering a bargain pricing scheme in combinations and zones and everything. But your chances of realizing your strategic plan are much better if you offer him this advertising menu."

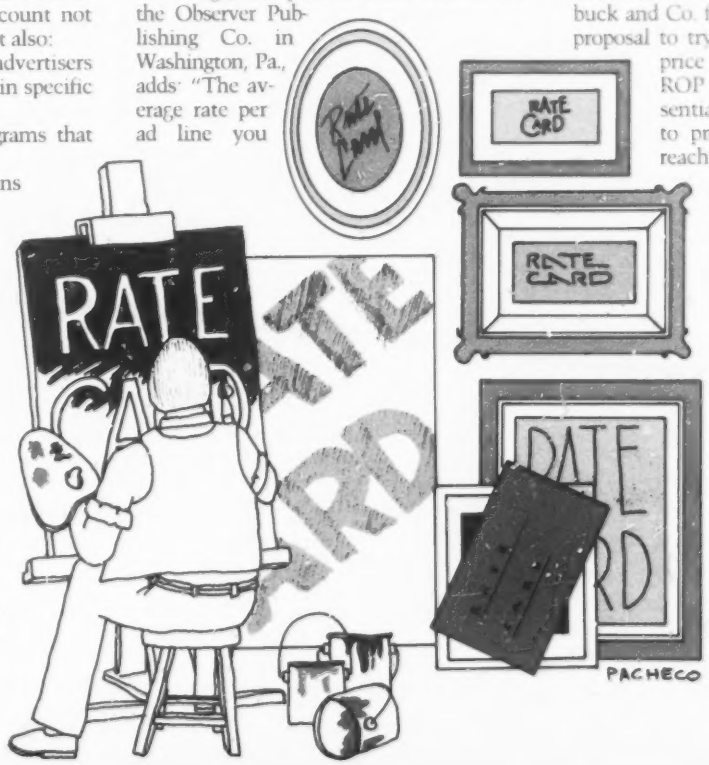
The Observer-Reporter has paid daily circulation of 36,000 but, with TMC, reaches a total 160,000 households. It also sells advertising space in 12 sections during the year and in a weekly TV magazine. Ad rates vary according to the combinations of delivery and format.

Boon to ROP. Newspaper executives may differ in their terminology—some preferring "creative selling/buying" or "innovative/incentive pricing"—but many agree that among the benefits of so-called "creative pricing" is the potential to convert preprints to ROP linage. One tactic is to discount multiple-page ROP ads.

The Philadelphia Inquirer in the early 1980s countered a request by Sears, Roebuck and Co. for mid-week inserts with a proposal to try ROP. Carving out a new price structure for multi-page ROP sections, the newspaper essentially traded Sears' extra cost to print circulars for a greater reach attained by running the ads also in the Inquirer's sister paper, the Philadelphia Daily News. Sears agreed.

Not only was there a gain in ROP linage, the lifeblood of the newshole, but the plan also avoided problems associated with weaknesses in the newspapers' inserting capability. The company since has embarked on a $32-million, mailroom-improvement program to eliminate such problems.

Multi-page discounts also have worked to the advantage of The Courier-Journal and The Louisville Times. There,



however, advertisers have benefited more by reduced cost than by increased circulation. "We have letterpress (presses), and major advertisers want offset. So we offer a 55-percent, multi-page discount, and we almost fill up the presses," says General Manager Maurice J. Buchart Jr.

"You have to be responsive," maintains Buchart, who credits the policy with increasing the papers' ad revenue. "All of those accounts that are doing that spent more in 1984 than in 1983," he says.

The Sacramento Bee has another version of creative pricing. It is called a "blockbuster" plan, offering substantial discounts at a flat rate for a minimum of six standard ROP pages.

In 1984, "10 separate advertisers ran over 300,000 column inches of 'blockbuster' space, amounting to nearly $5 million in advertising revenues," says Advertising Director Gene H. Grant. "What we feel we are doing is gathering dollars going to job printers and shippers and funneling (them) directly into our newspaper, in virtually every case adding substantial new dollars to the bottom line," he says.

Another benefit for advertisers, Grant explains, is time savings. While arrangements for inserts often must be made weeks in advance, ROP can be prepared in a matter of days.

A strong "creative pricing" advocate is James F. Fowler, marketing director of the Winston-Salem (N.C.) Journal. He recommends combining "deep discounts of multiple (ROP) pages" and "package-pricing of ROP and 'we-prints'"—preprints printed by the newspaper rather than by outside firms.

The Winston-Salem paper's policy is to offer a 50-percent discount to all advertisers on selected days if they run the same ad at full price on Saturday or Sunday. For advertisers exceeding a certain level of advertising in a Wednesday edition, the half-price offer applies to all advertising on two additional weekdays the same week.

"That means an advertiser that was going to run a preprint and soak up the budget in a given week is now tempted to pull some money out of broadcasting and put it into 'we-prints,' " says Fowler. The result, he reports, is "a healthy mix of ROP and preprints, which he says "works better than a 'we-print' alone."

Other techniques. Promoting the value of frequency, along with offering some price breaks, is another increasingly important device. "Good creative pricing really starts from the advertiser's point of view: what is the best of all worlds for the advertiser," says Mark Arnold, Gannett Co. vice president and director of sales. "The smart approach to good creative advertising is to start with frequency, then size."

"Good creative pricing really starts from the advertiser's point of view."

"It (frequency) is one of the best sales tools we've had," says Carlos W. Boettger, advertising director of Denver's Rocky Mountain News. "If we sell the concept at the beginning, the advertiser grows out of minimum performance to the next (volume) bracket," says Boettger.

Another important selling point is placement, with specially placed ads priced lower if run on a regular schedule.

Mac G. Morris, vice president and national sales manager of the Newspaper Advertising Bureau, says newspapers should look at "positioning advertising in newspapers as the same type of opportunity as position in television," where ads are teamed with specific programs over a specified time period. "Newspapers should be selling packages instead of chasing an ad," Morris says.

This concept is being used more often in newspapers' ROP sections.

One example is a Marlboro cigarette ad that has run ROP every other Monday—since 1979—in sports sections in some markets with major sports franchises.

Using the same philosophy as ads run on "best food day" that readers, mostly women, use to plan shopping, the Marlboro ads capitalize on the large, primarily male, readership of Monday sports pages summarizing results of weekend games, says Thomas Keim, director of marketing communications for Philip Morris USA.

National-ad rates. National ads like Marlboro's are another important field for pricing creativity. Calculations of newspapers' share of the nearly $50-billion national advertising pie range from 6.3 to 8 percent in 1984. So an increase of even one percentage point would have a significant impact on newspapers' revenue.

Newspapers are eyeing the increasing fragmentation of broadcast audiences as a chance to raise their share. And from the national advertisers' point of view, the current media climate is a "window of opportunity" for newspapers, Young & Rubicam Vice President John Miller declared at the January sales conference of the International Newspaper Advertising and Marketing Executives.

What disturbs national advertisers is the continuation—indeed, the expansion—of the differential between national and retail advertising rates.

According to a study by the American Association of Advertising Agencies, the gap between U.S. daily newspapers' retail and national rates is widening in a "truly alarming trend." The 4A's says newspapers' 1984 national rates exceeded retail by 60.5 percent. This is an increase in the differential of 11 percentage points over the past 10 years, 7.4 in the last five.

Because of protest from advertisers, this matter is beginning to come under intense scrutiny at some newspapers. What particularly rankles national advertisers is the thin line that separates them from accounts such as major chain stores that usually get a retail rate.

One of the rationales for the differential—to charge less for smaller local merchants interested in only a portion of a newspaper's circulation—is no longer valid, says Jack Cohen, vice president and director of newspaper and outdoor media buying of Doyle Dane Bernbach. "Years ago you did a full run and that was it—take it or leave it. Now you can buy really refined zoned editions."

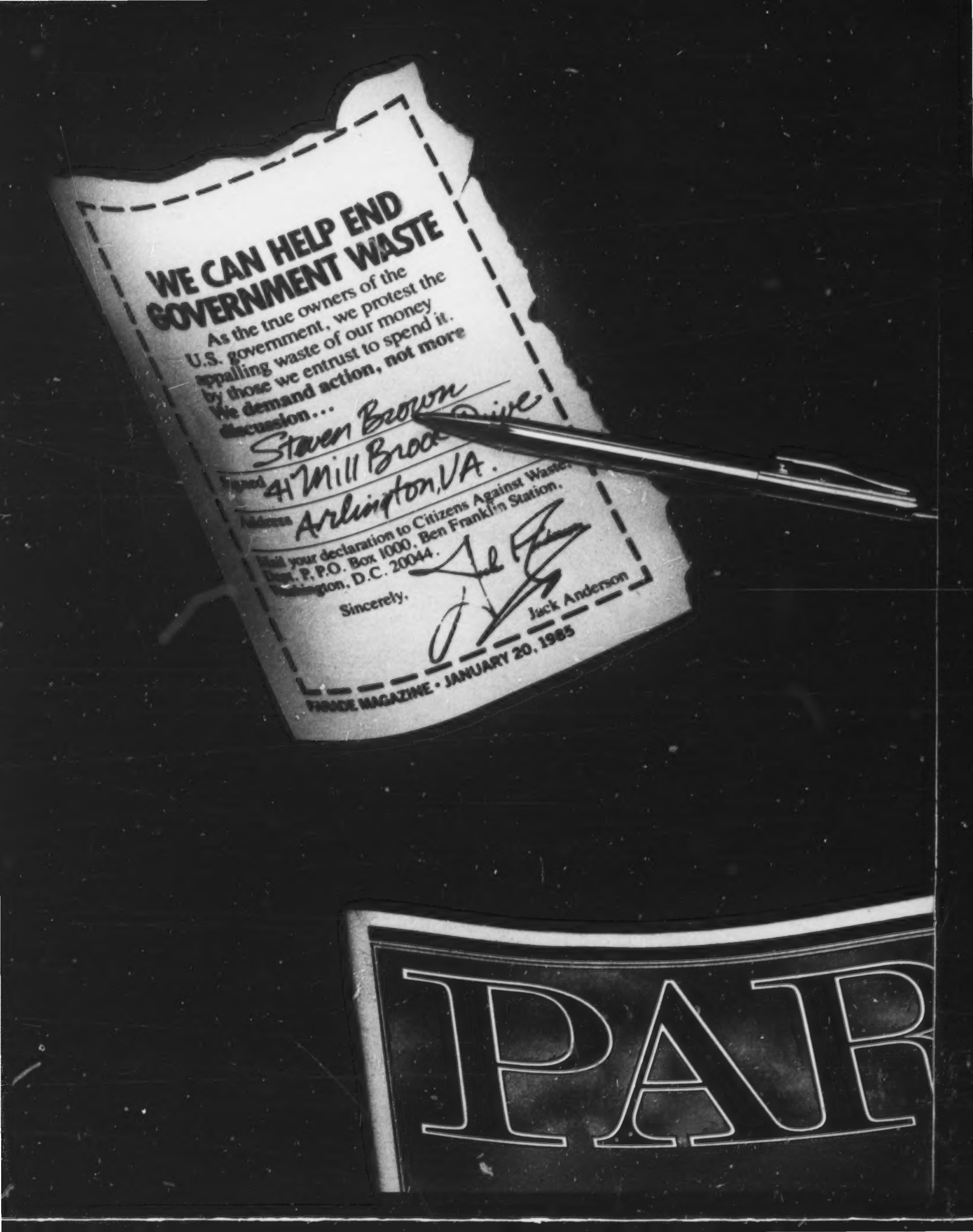
One way newspapers have responded to national advertisers' complaints about the rate difference is to offer them discounts for advance commitments to a minimum number of pages. Through Newsplan, a program initiated by NAB five years ago, more than 1,000 U.S. dailies now offer such price breaks. Prior to 1979, there were less than 100, says NAB's Morris.

Although the Newsplan option is available through many papers, the amount and structure of discounts "vary all over the lot," Morris says.

"Price is obviously one of the key variables that determine whether (newspapers) will be used, and I think there is an opportunity now for individual newspapers to evaluate what role pricing plays in their market in terms of encouraging or discouraging advertising volume growth," says NAB President Craig C. Standen.

At the same time, industry leaders are careful to point out that they cannot take an active role in discussing ad rates.

"I know some newspapers are seeking to address the issue of local versus national pricing, but that must be done on an individual newspaper basis or within an individual chain," says NAB's chairman, Tom Johnson, publisher of the Los Angeles Times. "There simply is no way legally that we can address the issue of industry-wide standards." □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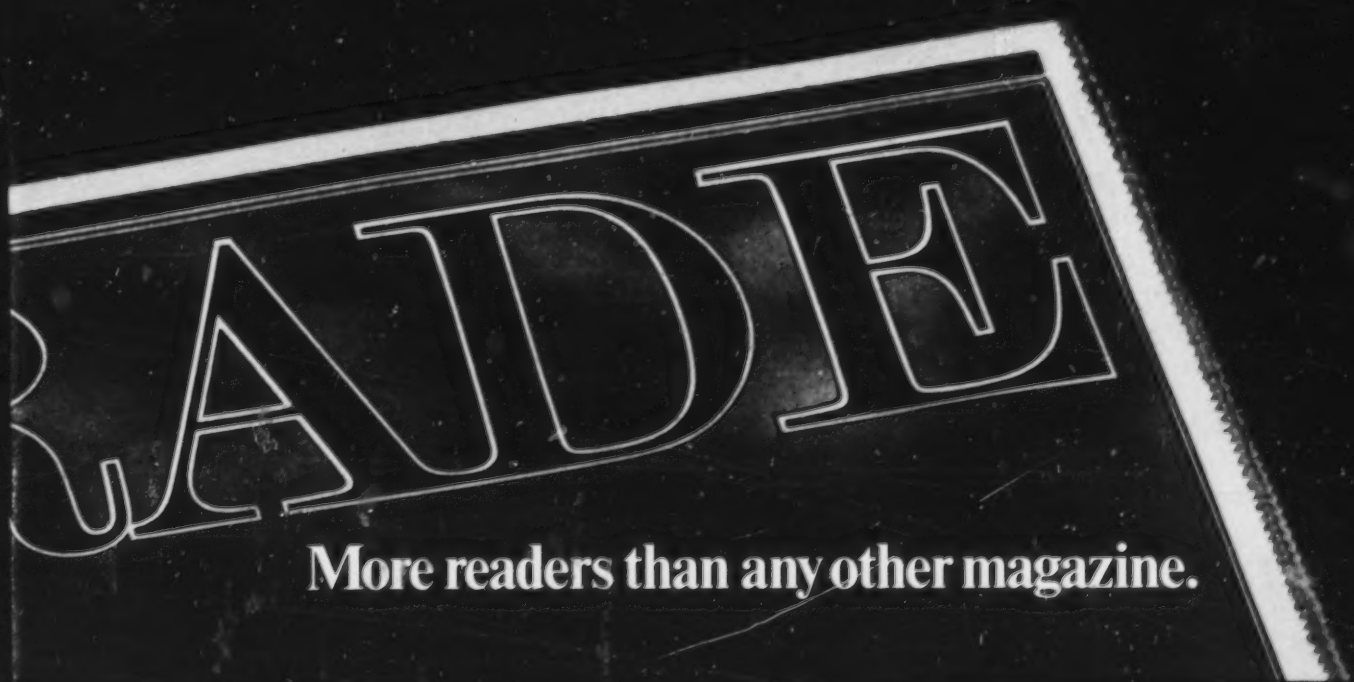
How Jack Anderson turned ~~630,000~~ 761,000 Parade readers into writers.

On January 20, 1985, Parade Magazine published an article by its Washington Bureau Chief Jack Anderson on government waste. The article contained a coupon, addressed to the Citizens Against Waste Foundation, that asked readers to protest excessive government spending.

Within two weeks, 630,000 coupons had poured in. And still they kept coming. And coming. So that today the number of coupons sent in by Parade readers stands at 761,000.

It's precisely this kind of provocative journalism—the kind that induces readers to put down a magazine and pick up a pen—that makes Parade the most widely read magazine in America.



More readers than any other magazine.

SEXUAL HARASSMENT

Newspapers have issued strong policy statements, conducted training and discharged employees in acting to eliminate a practice that causes the entire organization to suffer. The results so far have been positive.

BY PATRICIA P. RENFROE

Sexual harassment is a serious problem, not only for the person being harassed, but also for the organization. Individual and departmental productivity, organization morale and, in most cases, even profits are affected.

Attorney Victor Strimbu Jr. of the law firm Baker & Hostetler in Cleveland says sexual-harassment claims are increasing in the newspaper business. Terry T. Travelstead, vice president/personnel at USA Today, agrees.

While statistics are not available regarding newspaper cases alone, the Equal Employment Opportunity Commission reports a 30-percent increase overall in claims filed alleging sexual harassment between 1981 and 1983. One explanation for the increase, observers say, is better reporting systems, which encourage employees to report incidents.

Strimbu says he is especially concerned about cases that result in an employee's leaving the newspaper and filing a claim. These may be cases that were not reported prior to resignation, or cases that were reported and not satisfactorily resolved.

Although no known cash awards have been made as a result of newspaper-related, sexual-harassment cases, there are several complaints pending.

The nine-year history of such complaints throughout all industry shows monetary damages can be substantial. An estimated $180 million was paid as a result of sexual-harassment claims from 1978 to 1980, when the EEOC issued guidelines confirming that sexual harassment is a violation of Title VII of the 1964 Civil Rights Act.

In a recent case, the Washington State Supreme Court on Jan. 10 ordered Georgia-Pacific Corp. to pay a female employee $64,000 in damages because the firm had taken no steps to change a hostile and intimidating work environment.

That decision illustrates how broad

Cases of workplace sexual harassment can result in sizable monetary damages.

Renfroe is ANPA manager/personnel relations.

areas of liability can be.

Generally, EEOC guidelines say sexual harassment consists of unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.

The basic harassment categories are:

- Quid pro quo, in which terms of employment reflect sexual demands, or in which the level of benefits—or employee punishment—depends on the granting of sexual favors
- Environmental, in which an employer allows the existence of an intimidating, hostile or offensive work environment
- Indirect, in which an employee granting sexual favors receives greater benefits and/or promotions at the expense of an equally qualified employee.

Newspaper cases. Newspapers, like other businesses, are reluctant to talk about incidences of alleged sexual harassment.

However, several newspaper groups and independent newspapers acknowledge having had sexual-harassment claims filed against them. To date, the majority of newspaper complaints have been settled outside of the courts or EEOC. Some alleged incidents were disproved. Strong disciplinary actions were taken in other instances.

Such disciplinary actions have been upheld even in departments covered by union contracts. The Seattle Times' decision to dismiss a male employee for allegedly propositioning a female co-worker was supported by an arbitrator's ruling. The dismissed employee, a mailer, had received a prior warning, and the Times had published statements in its employee handbook and had posted rules regarding immediate disciplinary actions for sexual harassment [presstime, June 1984, p. 62].

The Columbus (Ohio) Dispatch discharged a male employee, also a mailroom worker, for making sexual remarks to a female mailer. Although there had been two other disciplinary actions taken against the employee, the Columbus Mailers Union No. 103 filed a grievance. An arbitrator upheld the dismissal [presstime, April 1985, p. 5].

Similarly, a circulation district manager was fired by the Rocky Mountain News in Denver after he directed abusive language of a sexual nature toward two female employees in the department, and an arbitrator upheld the discharge [presstime, Sept. 1984, p. 47].

A newspaper also is liable for harassment by supervisors and in some cases even non-employees.

Thomas W. Riebock, director of employee and labor relations at The Columbus Dispatch, says an example of the latter could be harassment of an advertising sales woman by an employee of an advertiser. In his example, the salesperson complains to the newspaper, which decides to move her to another account group where she receives less income; the employee then sues the paper for not taking corrective actions with the advertiser.

EEOC guidelines say sexual harassment consists of unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct.

Sexual harassment is by no means limited to males harassing females. The reverse can happen. And harassment also may occur between males and between females. Some newspaper managers say that as more females move into supervisory positions, there is every reason to expect charges from men who claim to have been harassed by their female boss.

Newspapers must take a strong stand to prevent or stop sexual harassment. This position should be represented not only in policy statements—and restatements— but also in training sessions.

At the Columbus paper, Riebock says the company issued a statement on sexual harassment immediately following promulgation of the EEOC's 1980 guidelines. The newspaper has reissued it several times. In addition, all Dispatch supervisors take a 20-hour course on employment laws.

Riebock credits these company policies, as well as an immediate and thorough investigation prior to taking the disciplinary action, for the success in the mailroom-employee case. That case, although resolved in less-expensive fashion than if the claim had gone through the courts, will still cost the newspaper and the union more than $50,000.

USA Today's Travelstead says it is made known throughout the Gannett Co. organization that anyone found guilty of sexual harassment is very likely to be dismissed.

Also acting to deal with the problem is Knight-Ridder Newspapers Inc., which according to Julia Most, personnel director of Fort Wayne (Ind.) Newspapers Inc., expects each newspaper in its group to develop a policy statement on sexual harassment.

For example, the Detroit Free Press issued such a statement last November. It reminded employees that the newspaper had a longstanding policy to "provide and maintain a work environment free from sexual harassment." Employees were informed that sexual harassment of fellow employees, either on or off the job, would not be tolerated.

Three years earlier, in a statement to supervisors, John McMillion, publisher of Knight-Ridder's Duluth (Minn.) Herald and Duluth News-Tribune, described sexual harassment as "an insidious practice that undermines morale and interferes with the productivity of its victims and their coworkers by creating an offensive, hostile, intimidating working environment." He said the newspaper will not tolerate sexual harassment of its employees by anyone—supervisors, other employees or persons doing business with the company.

Despite the strength of the statement, Mary Ann Spurier, personnel manager, reports that a few claims have been filed. She believes that rather than serving as a total deterrent, the statement had the major impact of letting Herald and News-Tribune employees know that action would be taken on their claims.

At the Fort Wayne papers, discussions regarding sexual harassment and its prohibition are included in company management courses, says Personnel Director Mast.

She believes the low number of claims going beyond the initial complaint stage can be attributed to a special program that brings together the people involved with a third party to discuss ways of correcting the behavior.

Policy statements and special programs like the one in Duluth provide clear directions on where or to whom employees may report sexual harassment. And they serve to make employees aware that management is concerned about the work environment and the legal rights of employees. □

Young Publishers spark newspapers

BY MARGARET GENOVESE
presstime staff writer

Six days a week, Julie A. Doll leaves her rented duplex and drives her 1983 Datsun sedan four miles across town to The Hays (Kan.) Daily News.

She's the publisher.

She's also 28 years old.

"We have some of the youngest publishers our group has ever had," says Lloyd Ballhagen, president of Harris Enterprises Inc., which owns the 14,126-circulation daily.

Besides Doll, who became editor and publisher last June at the age of 27, the group in January named 28-year-old Bruce Buchanan as editor and publisher of the Parsons (Kan.) Sun, an 8,309-circulation daily.

Is there a youth movement afoot at the upper echelons of the daily newspaper business?

Some say there definitely is. They attribute it to the decline of independent newspapers, where the publisher also was the owner and likely to be succeeded late in life by the next generation in the family, and to the concomitant rise of newspaper groups, which have provided more management opportunities for younger people, particularly at smaller newspapers.

"I feel very much that the newspaper business has gotten to a point where it readily accepts young, bright, intelligent people as publishers," says Rhea T. Eskew, senior executive of Multimedia Newspaper Co., which owns 14 daily newspapers. In 1984, at the age of 60, Eskew relinquished the title of publisher of The Greenville (S.C.) News and Greenville Piedmont (combined daily circulation of 110,238) to the then-34-year-old W. deBerniere Mebane.

Carl E. Youngs, president of Youngs Walker and Co., an executive-search firm whose clients primarily are newspapers, also says he has detected a trend toward younger publishers and suggests three reasons why: Newspapers are looking for the "high energy level that a more youthful publisher might bring and are willing to give up some of the expertise for that energy level"; explicit corporate policies make it easier for younger publishers to handle the job; and in companies that run leaner operations, younger publishers demand less compensation than more experienced ones.

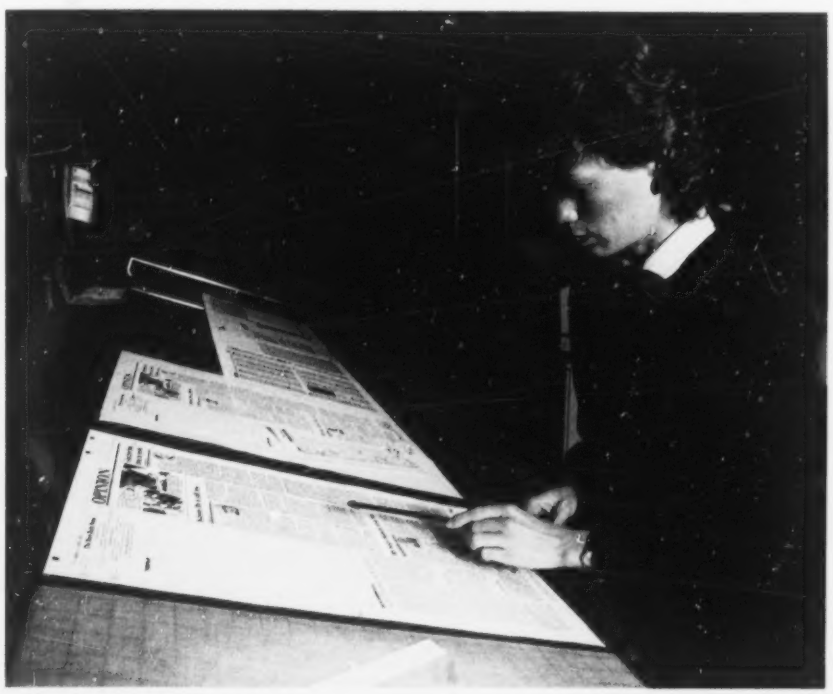
But others dispute the notion of a younger collective age among daily newspaper publishers.

One of the naysayers is Harry W. Edwards, who retired as ANPA director of membership development two years ago after 20 years of personal contact with virtually every publisher in the country. Edwards does not believe the general mix of publishers has changed substantially. "There are still a lot of graybeards," he says.

Someone attending publishers' meetings who gets the impression of a younger crowd may simply be reflecting his own advancement in age, according to an executive of one newspaper company.

There are no industry-wide statistics on the average age of publishers currently or previously. And statistics provided by newspaper groups are contradictory.

At Lee Enterprises Inc., the average age of publishers has gone down in the past five years—from 49.5 in 1980 to 47.6 today. Publishers at the 18 Lee dailies range in age from 32 to 63; the last two publishers named were 32 and 34 years old.



At The Hays Daily News, Editor and Publisher Doll pastes up her editorial for the day.

On the other hand, the average age of publishers in the Ottaway Newspapers group has risen in the past 10 years—from 49.5 years in 1975 to 53.5 years in 1985, with some fluctuation in between. Currently, the 18 Ottaway people with the title of publisher range in age from 39 to 63.

On the theory that some editors end up as publishers, there is one bit of evidence suggesting a younger set at the top. Indiana University researcher David H. Weaver, with his colleague G. Cleveland Wilhoit, conducted a study of U.S. journalists for a book to be published within the next year. He reports: "We do find that editorial managers are younger in 1983 than they were in 1971, and that would suggest that probably publishers are, too—but we don't have data on that."

It is, of course, illegal to discriminate on the basis of age in hiring, promotion and other employment practices. And some corporate executives deny that their organizations are seeking out younger people.

"We are trying to put in people who can carry us forward so that we are better off next year than last year in terms of our performance," says Madelyn P. Jennings, senior vice president of personnel and administration of Gannett Co. "Sure, we have a lot of young publishers because we think those individuals are going to do that for us."

Jennings points out that in the past six months, while Gannett named one new publisher in his early 30s, it also appointed one in her mid-50s. She says the average age of the 75 daily newspaper publishers in the Gannett group is 45.

Similarly, at Knight-Ridder Newspapers Inc., spokeswoman Beth Gwynn says there is no "policy or push or desire to lower the age of our publishers." Nor does it appear "that the publishers are getting any younger," she adds.

Of the 20 newspapers he oversees in the Stauffer Communications Inc. group, 11 are headed by people 40 years old or less, says Kenneth C. Bronson, vice president. If seeking a new publisher today, Bronson says he would probably look to younger people. "There just seems to be more people in the young-30 age group that are good prospects than there are in the 40s," he says.

Different attitudes. Bronson may be describing the "baby boom" phenomenon. There are 55-percent more Americans aged 25 to 39 than aged 40 to 54, according to BusinessWeek magazine.

Buchanan was part of Harris Enterprises' executive internship program.

What effect are these baby boomers having on newspapers? Corporate executives at three newspaper groups say their younger publishers tend to be more tentative about decision-making, reflecting their inexperience, but are also:

- More apt to want to engage in long-range planning
- Marketing- and promotion-oriented
- Interested in raising newsroom salaries
- Knowledgeable about all parts of the newspaper but less likely to get involved in the technical details of production.

Some younger publishers see their youthfulness as a plus, allowing them to identify with younger staffers and vice versa.

"I don't want to be known as 'Old Mr. Boley' to the staff," says Gary W. Boley, who became publisher of The Moultrie (Ga.) Observer, a 7,971-circulation Multimedia newspaper, two years ago at the age of 38. "I want to be 'Gary,' and I want the staff to feel like we all play a role in this effort. I don't want to retreat to my office and be a bean counter, although, I admit, I do my share of bean counting."

Publisher Doll says that within the plant of The Hays Daily News, her youth has presented no problems. The 15-member news staff is "relatively" young, she says, and the rest of the 52 full-time employees is a mix of younger people and veteran staffers. Doll served several months as assistant publisher, and during that time the former publisher "cleared a lot of the path for me."

The rise of newspaper groups has fed the youth movement.

In the community, "I think there is some perception that I am a little too young for the job and a little too female for the job." But on the whole, she says she has been "pleasantly surprised" by the reception Hays residents have given her.

Doll became interested in managing people when she spent one semester as editor of the Kansas State Collegian, a daily student newspaper. Being the sixth of 17 children in her family helped her learn how to take responsibility for herself and for others at an early age, she says, and it taught her how to get along with people.

In addition to that training and her journalism degree from Kansas State, Doll participated in Harris Enterprises' executive internship program, which takes younger newspaper employees, some fresh out of college, and gives them exposure to every part of the newspaper business, with special emphasis on the newsroom. Buchanan of The Parsons Sun also was part of that program.

Both Doll and Buchanan have news-editorial backgrounds, but that is not universal among the younger publishers. For example, the two new publishers in the Lee group previously were advertising directors. (They are also brothers.)

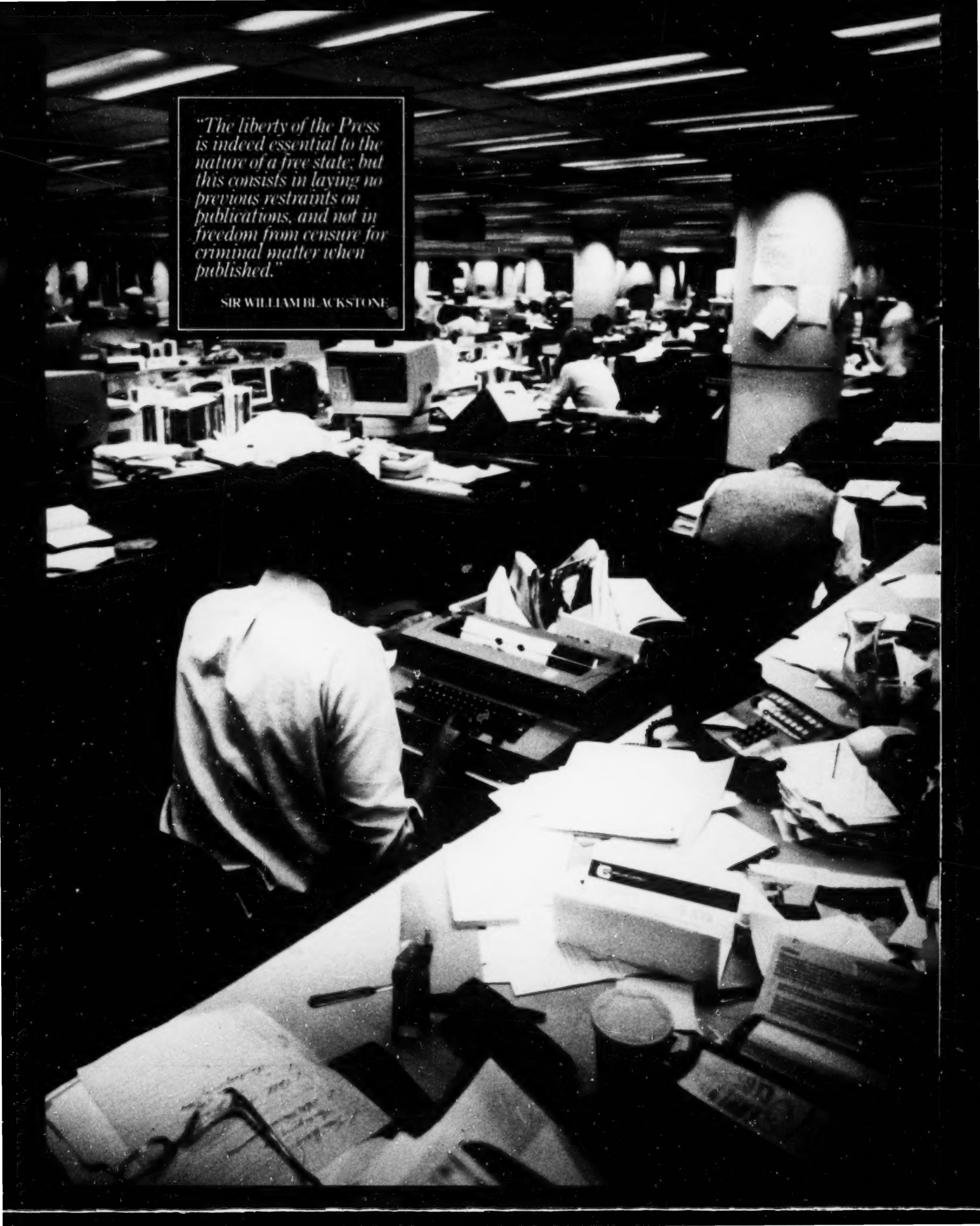
One question that arises with respect to young publishers is what happens to them during the remainder of their careers.

The record shows that some move to management jobs at larger papers. For others, the publisher's job has been a stepping stone to the corporate heirarchy of a group operation.

For example, Thomas P. Guyer, the 38-year-old president and chief operating officer of Ingersoll Publications was a publisher of an Ingersoll paper in his early 30s.

Guyer believes his organization, which owns 25 dailies, may be more willing than some others to give younger people a shot at running a paper. The reward of identifying management talent at an early age is having the benefit of that talent longer, he says.

"We have an inclination to take risks occasionally on especially bright young people who seem to have a lot of promise," says Guyer. "We do that knowing that a certain amount of the time we will be wrong. . . . But when we are right, it pays off big." □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SIR WILLIAM BLACKSTONE

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PROVIDING PROTECTION FOR THE PRESS

Computers soon will help agencies plan and buy newspaper ads

BY MARCIA RUTH
presstime staff writer

Ten years ago computer-driven VDTs took over the newsroom and began to make inroads into other departments of the newspaper. Today another computer-linked endeavor is at the prototype stage and hoping to make its own impact on newspapers—this time on the advertising end.

Computerized planning and purchasing of newspaper advertising is the latest in a series of efforts to bolster newspapers' small share of national advertising. So far, newspapers have lagged behind other media in offering advertisers and their agencies quick, efficient computerized ad buys. That may be changing.

Two newspaper systems have been developed, both are now being tested, and both plan to begin operating this year.

"The moment of truth is going to occur most definitely this year. It's just a question of how fast," says Edward Finley, marketing manager for the Newspaper Advertising Bureau, who has guided the bureau's efforts to develop a system.

Equally optimistic is Seymour Goldis, senior vice president and director of media services at the New York ad agency Doyle Dane Bernbach, which spearheaded development of the other system [presstime, June 1984, p.47]. "There's a freight train coming 80 miles an hour. They (newspapers) can hop on and ride to the next stop," says Goldis.

The DDB system was developed with a consortium of four newspaper advertising representative firms—Knight-Ridder Newspaper Sales and Story & Kelly-Smith, from the beginning, and Gannett Media Sales and Sawyer-Ferguson-Walker, who joined later.

Like other computer conversions, the most obvious selling point of an ad-planning-and-purchasing system is time-savings. Some systems are said to cut the time agencies need to include newspapers in national ad campaigns by as much as 90 percent.

Although there are differences in content and structure between the two systems, both ultimately would enable an ad agency to tap a computer for detailed information on newspapers' readership, circulation, ad rates and discounts, audience demographics and other market characteristics. Bypassing calculations that normally take days, these systems would give feedback within minutes on the cost and effectiveness of different newspapers' ad sizes and schedules.

Two different prototypes have been developed to speed newspaper data to the advertisers

Goldis watches DDB's Tony Ann Signorelli demonstrate prototype.

When operating as envisioned, the systems would also provide immediate comparison of the potential effectiveness of ads in newspapers with those in other media, such as television and magazines, which have had computer planning and purchasing for the past decade.

After more than a year of development, both systems are now in the hands of commercial firms producing the software necessary to make the data usable by ad agencies.

A New York-based firm, P.E.P. Systems Inc. is preparing NAB's data for use on personal computers. Four firms are working with the DDB/consortium's concept toward a variety of on-line and disk-stored programs—Telmar, Windsor Systems, Management Science Associates and Interactive Marketing Systems.

Once developed, these packages would be marketed primarily to ad agencies, with the expectation that their cost would be more than offset by the increased efficiency in making newspaper buys. Of course, NAB and the rep firms expect long term gains in the form of increased newspaper advertising.

Targeting agency planners. Obtaining this information quickly and efficiently would enable agency planners to consider newspapers when, at the beginning of a national ad campaign, they decide which media outlets to use. It is at this point in the planning process when newspapers, partly because of their large number and diversity, are often relegated to promotional use by national advertisers—with coupons instead of ads.

Previously, such newspaper data have not been available from a single source. As a result, "newspapers are simply cut out very early in the planning process," says Betsy Anderson, marketing director of Story & Kelly-Smith. Use of computers to speed up the buying of advertising space in newspapers "should have been done long ago," she says.

According to the systems' advocates, once a way is found to channel the ever-

increasing quantities of readership and marketing data into an easily usable form, newspapers' upscale demographics, their ability to target specific audiences and their extensive knowledge of local markets will translate into bottom-line gains over competitive media.

"We hope to raise the level of marketing sophistication," says Frederick C. Weiss, senior vice president/marketing director of Knight-Ridder Newspaper Sales. If agencies can look at a plan for buying newspaper space, and engineer a buy quickly using a computerized system, "they will have time available . . . to talk to their sales person about what is happening in the marketplace, and we will be in a better position to sell specific market knowledge, rather than spend time selling numbers," says Weiss.

"Newspapers know what happens on a local market level better than anybody," says DDB's Goldis. "They have their fingers on the pulse. All one has to do is ask them the right questions and out comes really substantive answers which influence how people market products."

A key element in selling the concept to ad agencies is the expectation that data from the 1985 Simmons-Scarborough Newspaper Ratings Study can be integrated into the systems. To be released in June, the study provides extensive syndicated audience data on more than 90 papers in at least the top 50 markets [presstime, Oct. 1984, p. 8].

Currently, both systems contain rate information from Standard Rate & Data Service and circulation figures by the Audit Bureau of Circulations, and can be expanded to incorporate various forms of demographic and marketing data.

The consortium's system is currently designed to include information on more than 850 U.S. daily and Sunday newspapers in all 210 ADIs. (An ADI—area of dominant influence—is a term national advertisers use to define markets.) To be included by the consortium, a paper must have at least 25,000 circulation, or have at least 10,000 circulation and 1-percent household penetration of the ADI. NAB's system is designed to include all ABC-audited daily newspapers, regardless of circulation size.

Firms developing the computerized systems have a sense of urgency about 1985. According to NAB's Finley, it's a "race" to see which media are going to automate the planning and buying functions most efficiently. The thought is shared by Richard Makely, president of New York-based IMS, one of the four computer firms working with the consortium. "We're in two types of races," he says. "One is time, the other is quality of product."

A key element in selling the concept to ad agencies is the expectation that data from the 1985 Simmons-Scarborough study can be integrated into the systems.

During the past month, the DDB/consortium group and NAB stepped up their presentations to ad agencies, and computer firms moved into high gear to develop marketable ways to relay the two systems to clients, primarily agencies.

Which system will prove more effective, whether they will work in concert, or whether computerized planning and purchasing will have an immediate or long range impact on newspaper advertising sales at all, remains to be seen.

"Today no rep company knows exactly in what form this will be used by an agency," says Anderson of Story & Kelly-Smith. "But we think we've made important first steps."

Meanwhile, supporters take heart from the relatively small amount of unified effort needed to launch such computerized programs, at least when compared to mobilizing support for previous efforts to strengthen newspapers' national advertising, such as syndicated research or the Standard Advertising Unit system.

"It doesn't require hundreds of publishers at the outset. . . . It doesn't require a huge investment," says Goldis of DDB. "It requires an altered mindset." □

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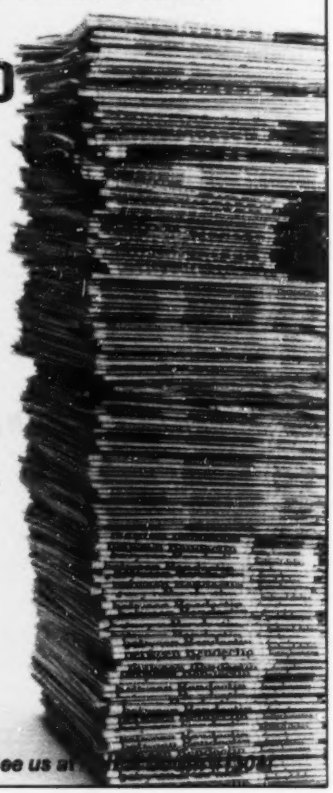

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Employee attitudes

Newspapers of all sizes are seeking opinions from their employees about working conditions

BY CLARK NEWSOM
presstime staff writer

Newspapers with fewer than 100 employees, such as The Times-Mail of Bedford, Ind., up to those with more than 7,500 employees, such as the Los Angeles Times, are using attitude surveys to find out what's on their employees' minds.

The goal is to identify strong and weak areas within the newspaper. Employees participating in the written surveys do not sign their names.

"The number of employees is totally irrelevant to the need for a survey in averting problems or identifying matters of concern," says Melvin P. Reid, president of Byron Harless, Reid and Associates. The Jacksonville, Fla.-based consulting firm has conducted surveys at newspapers since the early 1960s and lists Knight-Ridder Newspapers and regional newspapers of The New York Times Co. among its clients.

In the past two decades, there has been steady growth in the use of employee attitude surveys by newspapers of all sizes.

According to Malcolm F. Mallette, director of development at the American Press Institute in Reston, Va., there has also been increasing interest in such surveys by employees as well as employers. He notes that the surveys serve as a barometer for the success of a newspaper's other employee-communication efforts [presstime, Jan. 1984, p. 30].

An attitude survey can raise employees' expectations that problem areas identified will be addressed, and employee relations experts say follow-up is essential. In that regard, A.N. Dawson, personnel director of the Alexandria [La.] Daily Town Talk, warns: "If you do one, and employees sound off, and management doesn't act to correct those problems, surveys will lose credibility."

As the number of newspapers using attitude surveys has grown, so has the number of firms conducting them. One is even owned by a newspaper company: Media Surveys of Topeka, Kan., a division of Stauffer Communications.

In addition to the 21 dailies in the Stauffer group, Ottaway Newspapers, Nixon Newspapers and others use the company's services, reports Media Surveys President Kenneth C. Bronson.

Sometimes, newspapers elect to handle employee surveys with no outside help. For example, the five dailies in the Horvitz Newspapers group participated in such a survey late last year. "It was a real positive experience for everyone involved—from the publisher right on down to the newest hired employee," says William T. Devers, corporate personnel manager for the Valley View, Ohio-based firm.

But the majority of such surveys are handled by outside specialists in employee relations, such as The Chicago Consulting Center Inc.

Ellen Joy Bernstein, a CCC vice president, says one trend showing up in recent surveys of employees is a perception of more job pressure because of management's insistence on higher quality work and heightened productivity.

She also notes that a common problem cited on newspaper surveys is a lack of cooperation and communication between departments.

Bernstein's firm has established norms for newspapers and their departments, which are a composite of responses from all papers that have participated in its 98-question surveys. [See box, facing page.] Dailies in the Landmark Communications and Times Mirror groups are among those that use the CCC's services.

Newsday of Long Island, N.Y., a Times Mirror newspaper, conducted its first survey last year with the help of the Chicago company.

"There's a lot of time and effort involved in a broad survey covering more than 2,000 employees," says Daniel V. Mannix, director of Newsday employee relations.

The Times Mirror flagship paper, the Los Angeles Times, sponsored its first formal survey in the mid-1960s and has done one about every five years since. It

Bernstein conducts training session for "feedback leaders" at the Greensboro daily.

where business systems will be in five or 10 years.

"Technology is moving so fast that it's going to take some pretty clever people to figure out how to utilize all these developments," says Hackensack's Lewis.

As many newspaper executives point out, they can't predict with certainty what will happen at their papers in those time frames, and the circumstances shaping the newspaper business ultimately determine the application of business systems.

"It's up to the imagination of the newspaper people involved and how deep publishers' pockets are," says Arnold of Raleigh.

"We're just on the cutting edge of all this," says Mount of the Los Angeles Times. "A lot of groundwork has been laid since 1980, and in the next five years, we're going to see a lot of results."

Certain possibilities are evident, particularly with circulation-related operations. For instance, newspapers would like to take a cue from magazines and track single-copy sales more effectively with circulation programs. "If one is to become very accurate [about circulation]," says Tim Allbridge, director of consumer marketing for the San Jose [Calif.] Mercury News, "one would have to monitor single-copy sales rack by rack."

There are many other marketing-related tasks that might be handled by future business systems, but it is unclear which ones actually will be tackled and when.

"Newspapers are changing from an information-distribution medium to a marketing medium," says APT's Tillman. "I think we may have the answer before we have the question. Marketing needs to establish a clear-cut definition of what its needs are, and

Palmer of the State-Times and Morning Advocate says, "Everything is going to be computerized in five years."

newspapers have to be willing to pay for whatever it takes to meet those needs."

One thing is clear: It will be up to newspapers to dictate what comes next in business software. As one vendor, Downing of Gulf Coast System Design, puts it: "We're going to ANPA [the Operations Management Conference & Exposition] in June to listen to what newspaper people are talking about. Then we'll come back and set our priorities."□

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is planning another one, probably with the help of a consulting firm, later this year. "It's an important way of keeping our finger on the pulse of employees," says James W. Duncan, employee relations director.

The Orlando (Fla.) Sentinel is currently preparing for its second survey, also with outside assistance. Vice President Gerri Cordle notes that this year's survey will be more valuable because the company will be able to compare the results with those of the first one two years ago.

Costs and results. Employee attitude surveys conducted by a consulting firm cost from $3,500 to $20,000, depending on the size of the newspaper and services required, estimates CCC's Bernstein.

"The cost is in the professional time rather than the number of employees," says Reid of Jacksonville. He says a two-day survey of 200 employees could be done by a consulting firm for $5,000 plus expenses.

Sometimes a newspaper may want to follow the written survey with confidential interviews with a random sample of employees.

Some papers may also contract for the consulting firm either to handle the "feedback" of results to employees or to train people to do this work. Charles L. Hughes, president of Center for Values Research Inc. in Dallas, another firm that conducts such surveys, says that management "must feed data back to employees and involve them in identifying areas for improvement."

Sharon K. Nesselroad, personnel director of the Greensboro (N.C.) News & Record, reports that as a result of a 1982 survey, the newspaper's benefit plan was improved, a benefits handbook was distributed and a monthly in-house publication for employees was launched. Other changes emanating from the survey included:

- A job-posting policy was instituted to give employees more opportunity to advance within the newspaper and the parent company, Landmark Communications.
- The newsroom was reorganized to improve communication and feedback.
- Desk partitions were installed in the advertising department to reduce noise level and create more privacy.
- A new locker room was provided in the building maintenance department.
- The employee parking lot was fenced and lighted for added security.
- The circulation department developed a 10-day program for new district managers to complete before being assigned the responsibilities of a district.

The Greensboro daily conducted another survey last year, and Nesselroad reports the comparison with 1982 results showed significant improvements in the way employees perceive their jobs and the company.

Do it yourself. A less expensive approach is to conduct a survey without the aid of a professional firm, as was done by Horvitz Newspapers.

Also taking that route was The Commercial Appeal of Memphis, which put together a 25-question form to get employees' opinions on such matters as plant cleanliness, security and athletic programs. Personnel Director Warren C. Funk reports that as a result of the questionnaire, improvements were made in the company's lunch facilities and service recognition program.

On a more regular basis—about once every 12 to 18 months—Harte-Hanks Communications conducts an in-house survey, according to Floyd Whellan, senior corporate director, human resources.

The program was started in 1973. About 5,400 employees in 90 divisions, including 25 daily newspapers, are surveyed. "We have tracked the results of the surveys so that norms are developed corporate-wide," Whellan says. "The system is totally computerized, which enables us to track trends over time and to highlight major trends between years. A shift of 5-percent or more in responses is significant and indicates a need for analysis and follow-up."

Whellan says the 38 questions are designed to see how employees perceive, among other things, their work environment, job elements, benefits and compensation, and supervision—particularly the quality of leadership provided. Some divisions add customized questions.

The surveys produce "extensive comments from employees that have proven to be especially valuable in developing future strategies for organizational improvement," Whellan says. "In addition, the information is useful for identifying training needs," such as the coaching of supervisors on leadership skills. Other examples of actions taken have ranged from improvements in customer services to establishing new employee communications programs.

"The survey is very important in keeping all levels of management abreast of the employee relations climate at the operating divisions as well as the degree of commitment employees have toward the company," Whellan says. "For example, in most cases, our norm on the question, 'I feel proud to be associated with this company,' will run close to 91-percent positive, which is a strong sense of overall commitment."

Whellan says the company makes a "significant effort" to ensure anonymity. "We will not isolate a department for reporting purposes if there are fewer than 10 employees in it."

Duncan of the Los Angeles Times also notes concern among some employees that they might be identified from their answers to demographic questions. This is one reason so many papers use a consultant rather than their personnel departments to conduct the surveys; the theory is that employees feel more secure in mailing their responses to an outsider.

In the case of Harte-Hanks and its in-house survey, fears about loss of confidentiality are eased, Whellan says, by having employees return their questionnaires to the corporate office in San Antonio, which is physically separated from the newspapers and other divisions. □

The kinds of questions asked

Here are a dozen examples of questions from the standard Newspaper Employee Survey of The Chicago Consulting Center. (For each question, the employee is asked to check one of three boxes: "Agree," "?" [no opinion], or "Disagree.")

- I have a clear idea of results expected of me on my job.
- The work in our department is generally well organized.
- The quality of work done here is very good.
- My supervisor does a good job of building teamwork.
- Other supervisors besides my own often try to tell me what to do.
- New people receive adequate training for their jobs.
- The training the newspaper gave me was very good preparation for the actual work.
- The people I work with get along well together.
- There are many cliques that create an unfriendly atmosphere.
- Management is generally respected by employees.
- Management changes its mind so often, it interferes with getting the work done.
- My supervisor plays favorites.

CONSUMER NEWS

BY BARBARA J. FRIEDMAN
presstime staff writer

In the 1970s, consumer issues were hot news, often fueled by federal-government efforts to protect the buying public. The 1980s are proving a different story.

The government is retreating from a regulatory role, in many cases leaving consumers to fend for themselves. There are fewer big-headline consumer events such as Ralph Nader's drive against Chevrolet's Corvair and the bumpy road traveled by Ford's Pinto.

"The whole consumer movement has lost a lot of steam," says A. Kent MacDougall, a Los Angeles Times business reporter who has covered consumer issues such as car "downsizing" and product labeling. MacDougall surmises from his regular reading of four metropolitan dailies that newspapers are feeling less pressure from activists "to cover the sins of business as they concern consumers."

Whether they feel less pressure or not, many newspapers are continuing their efforts on consumers' behalf, but it is appearing in different guises. And while there may be fewer reporters with the formal title of consumer reporter, observers say, more copy touches on consumer angles.

Such articles now appear in many parts of the newspaper, including the business, metro, lifestyle and food sections. Special sections on health, recreation and other topics by their very nature strongly consider the consumer's point of view.

For many reporters, including the consumer angle has become a matter of course. Before joining the Los Angeles Times, MacDougall spent 10 years at The Wall Street Journal, where, he says, reporters were encouraged to include the consumer's side to broaden interest in business stories. The habit stuck, and MacDougall's research for a story usually includes checking with consumer public-interest groups.

He says newspapers should be "looking not for dirt but for stories that affect consumers . . . especially for stories where dangers to consumers are a possibility. Those are stories you're not going to get a press release on."

If consumer reporting is continuing in a new form, traditional action-line columns may be on the wane. Herb Brown, consumer writer and action-line editor of The Press of Atlantic City, says "the columns are dying." He says other papers have followed the lead of The Bulletin of Philadelphia, which dropped its Fix-It column—one of the best and oldest action lines—several months before the paper's death in 1982. The reasons for ending the columns, Brown contends, are cost, repetitiveness and worries about offending advertisers.

Royce P. Gorseth, editor of the Action Corner column of The Spokesman-Review in Spokane, also believes there are fewer action lines overall than a few years ago, although he says he is seeing more of them on the West Coast, some at weeklies and suburban shoppers.

No one apparently knows how many action-line editors are at work. One reason for the lack of figures is the death of the short-lived ActionLine Reporters Association, which succumbed in 1982.

But if action lines are declining, it doesn't appear to be affecting newspapers' overall interest in addressing the needs of the consumer. About 300 papers still carry the syndicated column sold by the Consumers Union of the United States, about the same number as several years ago. And the interest has spread to other media. According to Brown and several consumer activists, the amount of consumer reporting on television and radio has mushroomed. There are "more and more consumer reporters" on television and radio than ever, he says.

As the body of government regulations shrinks, says one consumer activist, the need for consumer reporting grows. David C. Berliner, assistant director of the Consumers Union,

Bart Raymak, The Spokesman-Review, Spokane

Spokane's Gorseth plows through heavy mail for the Action Corner.

HOLDS ITS OWN

says, "When somebody else isn't taking care of a problem, it gives a reporter more things to look at."

Recall notices. Despite this continued and, in many cases, even expanded effort, observers say the media could do a better job of consumer reporting.

Jack Gillis, director of public affairs for the Consumer Federation of America, who regularly gets information requests from reporters, says newspapers bury product recall notices, when they run them at all. Yet the notices are "the only way the public can learn about dangerous products," he says.

Gillis suggests newspapers regularly should run such notices and anchor them on page 2 for familiarity and consistency.

Sam Zagoria, ombudsman of The Washington Post, in a column last July criticized that newspaper's policy on recall notices. He said the Consumer Product Safety Commission had issued press releases on 13 recalls since January 1984. "Eight have not appeared in The Post," he wrote. "But even this showing is better than other daily newspapers I have seen."

Zagoria also has urged newspapers to consider using photographs or drawings to clarify which products are being recalled.

In contrast to unhappiness over newspapers' record in printing product-recall notices, there generally appears to be no objection to the incorporation of the consumer angle in all sections of the newspaper.

But, noting the spread of consumer news "all over the place," Gillis also says he would like to see a specific section set aside for consumer news for greater impact.

Supporting the recent practice of folding consumer news into broader stories is Francis A. Pollock, editor of the defunct magazine Media and Consumers.

Instead of looking at "narrowly defined business performance," reporters writing for business sections are "looking at the much broader" issues, he says. Reporters covering, say, a utility rate increase, are looking at its impact on people as individuals.

Food sections, a relatively new focus for consumer reporting, have become "thought provoking" and "critical in a good sense," Pollock says. A few years ago, they were mainly a way to sell advertising, he contends.

Long tradition. There may be disagreement about the form of consumer news, but there is little argument about the function. Nearly all observers agree that the public has benefited.

Consumer reporters inherit a tradition established by pioneers like Upton Sinclair, whose 1906 book *The Jungle* helped push Congress into passing the first Food and Drug Act.

Since then, interest in consumer reporting as a specific beat has ebbed and flowed, says Pollock. It was strong in the 1930s and 1940s, he says, then waned until the most recent surge from 1965 to 1975.

Currently, one of the most predominant topics for coverage is the financial industry, because an array of new issues has been created.

During that last 10-year peak, newspapers became much more sensitive to the ethical questions involved in their relationships with advertisers, Pollock says. "It was a time when the profession cleaned up its act."

However, consumer reporting proved not an easy beat. It became unmanageable for some journalists because of the in-depth knowledge required for many complicated consumer topics, Pollock says. He once counted at least 75 such subjects, each massive business fields in themselves, including life insurance, credit practices, utility rates, product safety and medical malpractice. "It was impossible. Many (reporters) burned out or they made such a big mistake, it just blew up in their faces."

The list of topics for coverage is long. Currently, one of the most predominant is the financial industry, where deregulation and increased competition have created an array of new issues. Despite a marked increase in business reporting by newspapers in recent years, consumer activists believe not enough is being done to help consumers find their way through the jungle of new financial services, widely varying interest rates and other confusing conditions that entangle the financial marketplace.

Some newspapers make notable efforts to tackle these and other chores on behalf of the consumer. Berliner of the Consumers Union singles out The New York Times as a newspaper that "does a superb job." He observes generally that consumer reporting is more vigorous at newspapers that have the financial resources and willingness to make it a full-time beat.

"Unfortunately, I believe there are a lot of newspapers that have the resources but not the commitment," Berliner says.

At the same time, there are many newspapers with fewer resources that still make the effort to help readers sort the good products from the bad.

Whether this effort should be made by many reporters writing in all sections of the paper or should be handled solely by consumer reporters is still debatable. Some argue that the consumer effort will fall short if consumer reporting is undertaken as a part-time beat.

To address consumer issues, a reporter needs to know the market, the problems, the body of local and federal consumer regulations, what agency is responsible for enforcement and if the agency is doing its job, Berliner says. "It's almost impossible for someone who works part-time at a (consumer reporting) job."

But veteran consumer reporter Brown of The Press in Atlantic City thinks otherwise. "You don't have to be a consumer reporter," he says. "You just have to be a good reporter."

The government, he says, bombards him with information about general and consumer affairs at a rate of three to five

press releases a week. Add in other sources and he gets about 10 a week. On top of that information, there is a broad range of sources a reporter can tap, starting with the federal Consumer Information Center in Pueblo, Colo.

Like others, he believes beat reporters are covering consumer issues more than ever before, and "You're better off that way. I can't imagine any editor just wanting one (specialized) reporter to handle consumer stories."

To one person action lines are "lightweight," to another a "very valuable" service. But even those who praise action lines say more needs to be done for consumers.

Action lines. Such specialized reporting, however, remains evident in the approximately 200 action-line columns that still appear in newspapers, according to a listing in the *Editor & Publisher International Year Book* for 1984. Despite the growing expense of telephone calls, postage and reporting time necessary to run an action line, their high readership makes them worth the cost. Gorseth at The Spokesman-Review has written Action Corner for 16 years. It is his full-time job, and is very expensive for the paper, he says.

Dan Lowe, news editor as well as action-line editor at the Sedalia (Mo.) Democrat, says the consumer column is so expensive to operate that the paper put a $50 floor on most losses he investigates.

Action-line, or "hotline," reporting deals with complaints as varied as defective mail-order tulips to potholes on Main Street.

Some disagree on their worth. "Hotlines tended to be lightweight," Pollock says, and "they never evolved into much more than an interesting reader service." Hotlines often stick to covering governmental mistakes and mail-order abuses, he says, and rarely deal with problems at big, local retailers, who are often heavy advertisers.

Berliner thinks differently. Locally-oriented action lines are "very valuable" for a "particular problem," he says, but he acknowledges that if they are all a newspaper does for consumers, "then the bulk of its readers are being left out."

In Sedalia, inquiries submitted to the column often stem from unsatisfactory encounters with businesses or government, says Lowe, who takes a conciliatory approach in the column targeted toward answering questions. But he says, "You always get threats, 'Don't print this.'" He says in 99 percent of all cases the newspaper has supported the column.

Lowe, who has been writing the hotline for five years, says a readership survey conducted last year found the column was the most widely read standing title in the newspaper.

Now that he has become news editor, Lowe plans to turn the column over to a general-assignment reporter. Tracking complaints is a good way to develop sources, he notes.

Gorseth of The Spokesman-Review is proof of that. His job regularly takes him outside the newspaper office, not only to pursue items for his column but also for the 30 or so talks a year he gives on consumer issues. He talks to groups from government and business, as well as to citizens groups and service clubs.

While some consumer columns portray business and government in "the black hats and the citizens and consumers in the white hats," Gorseth says, he is not afraid to say when "consumers are wrong and the government is right." He adds, "I generally do not view anyone as the enemy but as the friend."

That attitude, he thinks, has given him staying power on a beat notorious for "burn-out."

Gorseth says 99 percent of his work as a reporter is conciliation. Also, he does not print names of the complainer or the target. Using names "is a form of intimidation," he says, and "I just can't operate that way. . . . Even if a person rights a wrong, the name is tarnished."

Gillis of the Consumer Federation disagrees. Once a reporter has established a pattern of bad service, he says, names should be used. One of the "best ways to get the free marketplace to work is to expose the bad apples specifically by name but also the good apples," he says. "The whole purpose of a consumer reporter is to expose the good and the bad."

He adds that with a buyer-beware philosophy permeating government, and with the growing complexity of products that make them harder to evaluate, "The only place consumers can turn to is good media reporting." □

Small dailies drive home a point about consumer news

Betty Lester of The Frederick (Md.) Post and The News has a respect and liking for cars. So she writes about them for the people of that Western Maryland community.

It's an example of one way smaller newspapers can serve the consumer-information needs of their readers—tapping the abilities of staff members with special interest in a subject. And cars are arguably the number one consumer topic.

Lester began writing her weekly car column—World on Wheels—in 1974, about five years after she joined the Frederick papers to do advertising layout. Those were the days when drivers wondered if gas or gold would be more valuable a few years down the road.

When Lester went to work for the paper, she was drag racing Camaros and Fords. She continues to dummy ads but also writes her car column, prepares copy for an autumn car tabloid, and covers automobile and motorcycle racing.

She says she tests new cars "rather hard," looking at the initial acceleration, the ride and, among other things, overall performance given the price. Her relationship with local car dealers who supply many of the the test cars is good, she says, and she discusses what she finds with them and gives them "feedback."

While she has written in her column about a problem Ford had with its seats one year, she says, "I would never come out and say this car is totally a lemon." When she finds something unfavorable, Lester takes the tack of "not saying that it's bad" but "that it could be better."

When people call to complain about a car, Lester refers them to a government agency that handles consumer issues.

Frederick residents know the subject of Lester's column when they see her on the road. She slaps a magnetic sign on the car with the newspaper's name and the logo, "Test Driving By Betty Lester."

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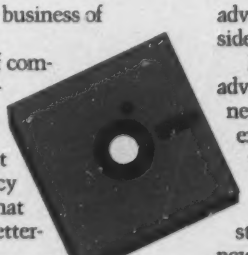
NEWSPAPER BUSINESS SOFTWARE

From billing for classifieds to circulation management, computer programs are changing everyday operations

BY PAUL KRUGLINSKI
prestime technical writer

Software has become the hard core of the business of newspapering.

Twenty-five years ago, the blending of computer software, or electronic intelligence, and news allowed the newspaper business to begin its leap from hot metal-letterpress processes to photocomposition and offset printing. In addition to improving the efficiency of the front end of the business, the results of that blend were also immediately apparent in a better-looking product.



The effects of the more recent marriage at newspapers of software and business-systems data may not be so visually apparent, but they have been every bit as dramatic. Some examples:

- Employment agencies electronically send classified listings to newspapers.
- Bar codes keep track of newsprint inventories and automatically count returns of unsold copies.
- Newspapers target readers with special advertising and editorial sections
- Marketing analysts use newspaper databases to provide advertisers with specific information about readers.
- Circulation programs control mailroom operations.
- Advertising programs track display advertising production.
- Newspaper carriers are kept up-to-date on the status of their routes through ink-jet-printed sheets that double as wrappers for the bundles.

All these things and more are made possible by the advancements in computer programs developed for the business side of newspapering.

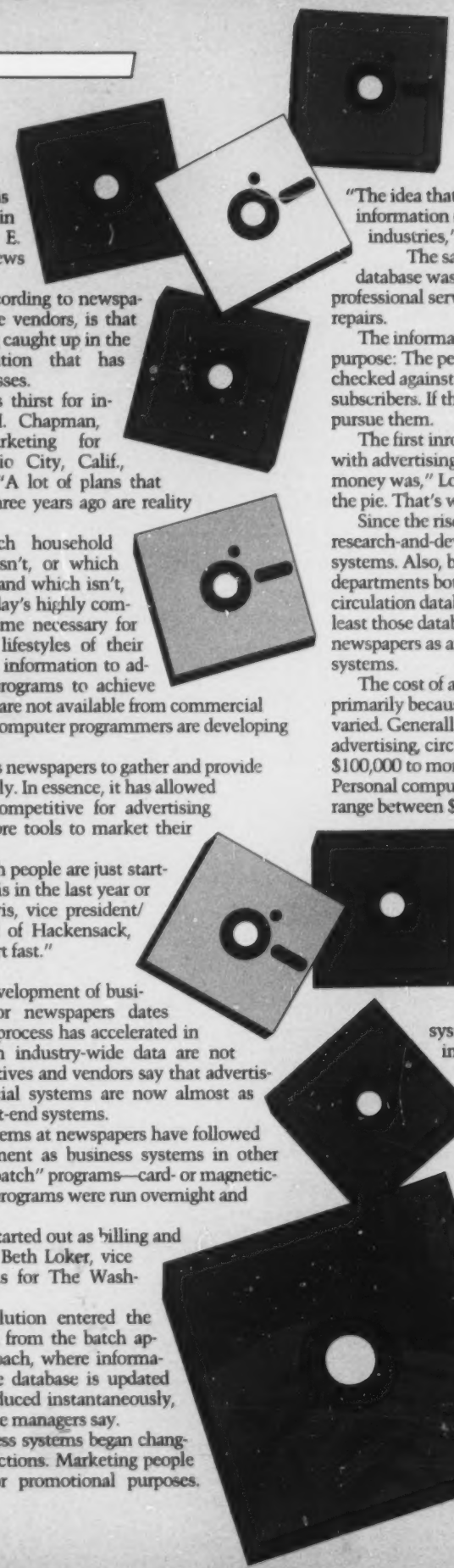
Because of these advances, the databases—the huge files of advertising, circulation and financial information at the heart of a newspaper's business operations—are being sorted, compared, extrapolated, interpreted and manipulated in ways that were unheard of a decade ago.

Newspapers have become "marketing mediums," as one software vendor phrased it. And measuring numbers and statistics, the forte of today's business programs, is providing newspapers with some sophisticated marketing tools.

Also, the systems themselves have become much more integrated, each melding its powers with other systems.

The State Times and the Morning Advocate of Baton Rouge, La., provide an example of the integrated power of business systems and what may be the trend of future operations. The papers are building "clustered" systems comprising four Digital Equipment Corp. VAX computers linked in an Ethernet network using the latest advertising, circulation, production and financial programs. Linked to the mainframes are personal computers that handle fixed assets and credit checking, among other applications. Nearly all the programs were purchased from outside software vendors, rather than developed in-house as newspapers tended to do in the past.

Besides handling all the business applications for the newspapers, the systems do the payrolls for radio and television stations the papers own, manage employer/employee contributions to the firm's retirement program, and monitor a gasoline-distribution program.



"I think everything is going to be computerized in five years," says Richard E. Palmer, vice president-news and production.

What has happened, according to newspaper executives and software vendors, is that newspapers are now getting caught up in the office automation revolution that has swept through other businesses.

"We see this enormous thirst for information," says James H. Chapman, vice president sales/marketing for Neasi-Weber Inc., a Studio City, Calif., business systems vendor. "A lot of plans that were just dreams two or three years ago are reality now."

Simply knowing which household subscribes and which doesn't, or which advertiser is credit worthy and which isn't, will no longer suffice in today's highly competitive world. It has become necessary for newspapers to know the lifestyles of their readers and to provide that information to advertisers. If the software programs to achieve such advanced applications are not available from commercial vendors, newspapers' own computer programmers are developing them.

Business software allows newspapers to gather and provide that information very quickly. In essence, it has allowed newspapers to be more competitive for advertising dollars and given them more tools to market their products.

"Our marketing research people are just starting to get a handle on all this in the last year or two," says Richard E. Lewis, vice president/operations for The Record of Hackensack, N.J. "But we're getting smart fast."

Ongoing evolution. The development of business-software programs for newspapers dates from the early 1960s. The process has accelerated in recent years, and although industry-wide data are not available, newspaper executives and vendors say that advertising, circulation and financial systems are now almost as common as newsroom front-end systems.

Generally, business systems at newspapers have followed the same line of development as business systems in other industries. The first were "batch" programs—card- or magnetic-tape-based systems whose programs were run overnight and updated periodically.

"The original systems started out as billing and accounting systems," says Beth Loker, vice president/advanced systems for The Washington Post.

As the computer revolution entered the 1970s, the systems moved from the batch approach to the on-line approach, where information is assimilated and the database is updated immediately. Data are produced instantaneously, or in "real time," as database managers say.

In the mid-1970s, business systems began changing in their nature and functions. Marketing people started using the data for promotional purposes.

"The idea that you could do something more with the information (other than accounting) was common among industries," Loker notes.

The same information contained within the classified database was used as the basis for offering advertising of professional services like reupholstery, carpentry and roofing repairs.

The information could even be extended to a circulation purpose: The people advertising in the classified section could be checked against the paper's subscriber lists to see if they were subscribers. If they weren't, the paper's circulation staff could pursue them.

The first inroads into the more advanced systems were made with advertising systems because "generally, that's where the money was," Loker says. "Advertising was a much bigger part of the pie. That's why it's been getting the attention."

Since the rise of direct-mail competition, however, the research-and-development emphasis has shifted to circulation systems. Also, because newspapers' marketing and promotion departments both can use the information in the advertising and circulation databases, there appears to be a trend toward having at least those databases compatible with each other, although newspapers as an industry lag in the use of fully integrated systems.

The cost of any business system is difficult to determine, primarily because the needs of individual newspapers are so varied. Generally, though, mainframe-based systems that include advertising, circulation and financial programs cost between $100,000 to more than $1 million, including the computers. Personal computer-based systems for weeklies and small dailies range between $12,000 to $25,000.

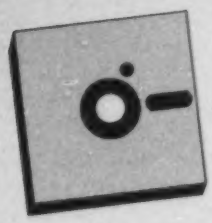
Executives and vendors agree that the newer business systems are giving newspapers more power for the money. While some programs cost more than they did years ago, they offer far more options and features. Also, the cost of computers and memory storage has dropped drastically over the years.

However, unlike for editorial front ends and some other types of computers equipment, it is difficult to justify a business system in terms of manpower savings. Since the introduction of their business systems, the Baton Rouge dailies have "reduced our accounting department by seven or eight people," says Palmer. "Now, that won't cost-justify the system since it will take years to write it off" if the savings are based on salaries alone.

The papers measure the benefits by "providing our managers with more timely information much more quickly, which has improved our operations," says Palmer. "But how do you put a dollar value on it? I just don't know."

According to Lewis of Hackensack, the bottom line for justifying the purchase of a new system is whether the newspaper is operating efficiently.

"I think that if you sit down with a pencil and paper," he says, "you're not going to be able to justify business systems. It comes down to your ability to conduct business and pay bills."



"Business systems today are being looked at the same way as cars (once) were," says Robert J. Kasabian, executive director of the International Newspaper Financial Executives organization. "They used to be a luxury, now they're a necessity.

There is a resemblance between the way business is conducted at large and small newspapers; thus the basic requirements for a large or small business system are much the same. A large system requires a bigger, more expensive computer, of course, "but the (application of the) software is essentially the same," says Thomas A. Dempsey, president of Vision Data Equipment Corp., a Rensselaer, N.Y., business systems vendor.

The "time window"—the maximum allowable period for generating needed data—is the same for large and small newspapers. However, large papers must process much greater amounts of data within that window; hence, both their hardware and software must be much more sophisticated.

According to John N. Palm, vice president/systems for Gannett Co., the level and detail of reports generated by business systems tend to be more critical at larger newspapers. There are extra layers of management," he says, "so there's a much greater need for responsibility reporting at each level."

Currently, there are about 15 to 20 vendors that are marketing some portions of newspaper business systems that operate on mainframe computers, and 10 to 15 firms that offer such business software products that run on personal computers.

Because of the changing nature of programs, many data processing managers divide business programs into those that must be tailored to the peculiar operations of any given newspaper and those that address functions generic to any business. Advertising and circulation packages fall into the former category, while financial packages comprise the latter.

Advertising-management systems. The first advertising programs, introduced into the newspaper industry in the 1960s, were primitive by today's standards. They did little more than track accounts receivable—and then only the accounts for national and display ads. Classified ads fell within the realm of photocomposition production systems.

Data processing managers say that in the last decade, classified advertising has begun to be subsumed by the comprehensive advertising system. And the databases of classified, national and display advertising have converged into one software package, which is a relatively new wrinkle.

"There is a fundamental difference between a system that is accounts-oriented and one that is advertising-oriented," notes Richard C. Cichelli, president of Software Consulting Services of Bethlehem, Pa., a vendor of business software for newspapers.

Without discounting the importance of the accounting aspects of advertising systems, vendors say that accounts receivable is a "given" with any system and that it should be separate from the growing database-management functions of the newer advertising-management systems.

Many vendors and data processing managers believe an advertising system should have at its core the ability to:

- Schedule production of the newspaper
- Handle billing of advertising accounts
- Provide credit analysis of advertisers
- Store historical information.

However, few advertising programs nowadays are limited to these fundamentals. Firms marketing the more involved systems claim their products can routinely generate reports on the individual performance of advertising sales representatives, do credit checks, monitor the performance of contract advertisers and analyze market trends.

The name of the advertising game today, according to vendors and data processing managers, is *measuring*—measuring sales revenues, costs, performance and other business indicators.

As advertising systems continue to make inroads in the newspaper industry, software vendors believe newspapers have yet to reach the limits of exploiting advertising databases.

PCs soon may offer

While most of the business software being written for newspapers is geared to mainframe computers, personal computers are making inroads into the business side of newspapering, albeit not like they are on the editorial side (presstime, June 1984, p. 12).

"Many of the applications written for mainframes are now being written for personal computers," says Frank Tillman, product manager for Applied Printing Technologies Inc. of Trevose, Pa. "We can give the little guys the same technology as the big guys have had. I've got 4,000-circulation newspapers (customers) that have the same power now that 100,000-circulation newspapers had a few years ago."

A host of firms have joined APT in offering business applications programs for PCs. Among them are Micro Solutions, Richmond, Va.; Publisher Control Systems, Shawano, Wis.; Cosmos Inc., Seattle, Wash.; Burco Systems Inc., Gridley, Calif.; Sunlight Software, Forestville, Calif.; Sun Computer Systems, Mill Valley, Calif.; and Newspaper Computer Systems, Victoria, Texas.

Increasingly, PCs are being used in business applications either as stand-alone devices performing single-application functions, usually in conjunction with spreadsheet software, or as intelligent terminals used in conjunction with a newspaper's mainframe computer. However, vendors caution that widespread use of the latter application is still years away.

Swoap (standing) and programmer Galen Gerdes work on an IBM personal computer used in lieu of a mainframe.

"If it's done right, there can be a lot of advantages" to using PCs, says Donald B. Downing Jr. president of Sarasota, Fla.-based Gulf Coast Design Co. "If it's done wrong," and incompatible equipment and software are used, "personal computers can create confusion."

PCs are strong as separate report writers, the vendors say. Also, they are actually stronger than mainframe systems for financial forecasting and budgeting.

Statistics are lacking, but Sidney W. Bordelon, general manager of the International Newspaper Advertising and Marketing Executives, says he believes about half of U.S. daily newspapers now have some form of computerized system in their advertising departments.

"The most valuable tool for newspaper advertising management is analysis performance," says Cichelli. "Modern management is a combination of good common sense with good numbers."

Modern newspaper management also is leaning more heavily on marketing. "There is a strong trend toward more marketing activity," notes Deane C. Parkhurst, marketing manager for Creative Data Systems, an Overland Park, Kan.-based vendor. "Newspapers have to be armed with the necessary tools" which the business systems provide.

CDS is beginning to market what it calls its "Marketing Information Support System," which can, among other things, yield the Dunn & Bradstreet database, generate targeted mailing lists, and analyze sales calls, ad-campaign effectiveness and competitive media. To be added in the future is the ability to do "merge/purge" of mailing lists, which means stripping comparative databases of redundant listings.

"What we're trying to do is combine the marketing aspects of both advertising and circulation," says Parkhurst.

Automatic message notification for sales representatives and call-back to advertisers are standard elements of many other advertising programs today.

ANPA's development of Layout-80®, the program that automatically sets the placement of advertising for an entire newspaper, was one of the more ambitious efforts at extending advanced advertising programs beyond their accounts-receivable attributes. Layout-80's primary aims are to optimize ad placement within the newspapers and to minimize newsprint consumption.

Since ANPA ceased development of Layout-80 in 1982 and released the technology to the private sector [presstime, Feb. 1983, p. 41], 10 firms have obtained licenses to market the product. Cichelli's SCS grew rapidly with Layout-80 as its primary product, and Collier-Jackson Inc., a Tampa-based vendor, announced that it will begin marketing its own version, CJ/Layout, this year.

Layout-80 is an example of an advertising sytem that has broken through the barrier between the advertising and news departments. Editors use the electronic dummies provided by Layout-80 as a guide in planning design of news columns on inside pages of the newspaper.

But the electronic fingers of advanced advertising software have not stopped with their reach into newsrooms. They are now reaching into production, too. Both C-J and SCS are marketing advertising tracking programs that monitor, through the use of sensors and microcomputers, the composition and production of display advertising.

The advantage of ad tracking is the ability to compile accounting records automatically for ads produced for more than one publication. However, its proponents say it also gives the advertising department the ability to determine more exactly the cost of composing an ad and the production department the means to measure the productivity of its ad-makeup staff.

With ad tracking, newspapers also have a computerized tool to differentiate between those ads that are camera-ready and those that are not, and to determine the economics of ad composition.

As more data are fed into the advertising database, more information is available for analysis. With the current generation of software programs, "we have the power to compare our progress against the industry average or against the average of all industries in the nation," says Richard W. Gibowicz, management information systems director for The Times Journal Co. in Springfield, Va. "At any given time, we can find out how well we are or aren't doing in any given area."

Some databases can yield sublists and reports on advertisers' peak revenue periods, products sold, customer patterns of

power of a mainframe

"The key to financial management is budgeting, which is the personal computer's forte," says Richard C. Cichelli, president of Software Consulting Services in Bethlehem, Pa.

"I'm finding an increasing interest in budgeting and forecasting," notes APT's Tillman. "Maybe that interest is there because the tools are there to do the forecasting and budgeting."

There is a belief in some corners that future generations of PCs will actually replace mainframes in both business and composition systems.

Through its Newspaper Computer Systems subsidiary, a Texas daily, The Victoria Advocate, sells IBM personal computers along with a line of newspaper business software. According to Floyd E. Swoap, the newspaper's controller, IBM's next PC model, soon to be released, will have power and storage nearing or surpassing that of most mainframes. "It's going to stand the newspaper business on end," Swoap predicts.

As a comparison, Swoap notes that the current IBM PC has a data-transfer rate (the speed with which information can be retrieved or stored) of five million bytes per second. The new PCs will have rates of 85 million bytes per second, he says, and will come with 500 megabytes of disk storage—about 50 times the storage currently available on standard models.

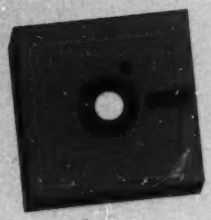
"Five hundred megabytes of storage is more than most mainframes have," Swoap says. "What that means is that small dailies and weeklies will have systems that are more powerful than the mainframe systems at large newspapers."

With the extra capacity for PCs, the more sophisticated business programs could be adapted to them.

Currently, Swoap's newspaper is converting its business and composition systems from mainframe-based to PC-based. "Anybody who is not moving in that direction is making a big mistake," he says.

Swoap and others say the day of the all-electronic, totally integrated newspaper environment is not that far off. With the growing power of PCs and the introduction of bar codes, they believe that inventory control—not just of newsprint but of all materials—will be monitored electronically and linked to the newspaper's central business computers—mainframes or micros. Additionally, such manual operations as counting returns and monitoring production at all phases of the process will be done with computers linked to the paper's business systems.

"All that's coming down the pike," Swoap says. "What's making it possible is the increasing power of PCs."



credit-card usage and other information.

"The hard part about these systems is not (the management of) the information," says Cichelli. "The hard part is what you do with the information once you've got it."

In short, there can be too much of a good thing.

"There seems to be unlimited analyses people want to do with the system," David Sloan, sales manager for Collier-Jackson, observes. "Some reports can be run hundreds of different ways. We've designed a lot of flexibility into our system and let newspapers choose which way they want to do it."

The Times Journal's Gibowicz and other data processing managers concede the potential for creating frivolous reports. "Some things aren't worth automating," Gibowicz notes. "We can create personalized dunning letters and instantaneous ad scheduling, but what good is it?"

Classified advertising is also undergoing changes because of the advances in software development.

Currently, the San Jose Mercury News is conducting a test whereby certain forms of employment ads are sent over telephones lines to the paper from remote computers located at the Palo Alto, Calif., office of the Bernard Hodes Advertising Agency.

"They are transferring keystrokes of their single and multiple published sets of classified employment ads," says Ron Beach, director of classified advertising at the Mercury News. If all goes well, "we anticipate on-line access to other recruitment agencies in the future."

Beach says both the newspaper and the agency benefit from the arrangement. "We don't have to re-keyboard the data," he says. "If there is a mistake, they've made it."

"We don't have to re-keyboard the data" when copy flows from the advertiser's computer to the newspaper's.

Ron Beach

As for the people at the ad agency, Beach notes that "they have better control over their ads. It's cheaper for them to provide advertising this way. They don't have to use couriers or messengers to deliver the ads."

For the test, the agency is providing the information in some of the computer "fields" or "headers"—areas at the top of an electronic file that contain specific information—that allows the system to "strip" the financial information from the copy and forward it to the billing and accounting systems, Beach says. Thus far, the arrangement has resulted in error-free advertising, he reports.

Circulation-information systems. Like advertising-management systems, circulation-information systems are actually several databases. For that reason, data processing managers believe circulation programs could undergo the same degree of automation as advertising. They also believe that marketing and promotion departments will exploit circulation systems much the same way that marketing has used advertising systems.

"We call our (circulation systems) more a marketing management system than a circulation-management system," says Frank Tillman, product manager for Applied Printing Technologies Inc., a Trevose, Pa., supplier of newspaper systems. "Newspapers appear to be the most interested in circulation systems right now." In fact, of 308 newspapers of all sizes responding to a 1984 survey by the International Circulation Managers Association, 285 (93 percent) reported having a computerized circulation system.

Until a few years ago, circulation programs were basically accounting tools that handled the subscriber database. They kept track of who subscribed, whether bills were paid and the size of each press run.

Since the rise of competition from direct mailers, however, newspapers have been looking at ways—using the computer's list-sorting power—to create their own database of subscribers and non-subscribers. With that information, newspapers have been able to launch target-or total-market-coverage programs for delivery of advertising circulars. "Computerization of circulation department databases has been accelerated by the threat of direct-mail advertisers," says Frank W. Arnold, circulation director of The News and Observer and The Raleigh (N.C.) Times.

Newspapers are also seeking ways to combine the circulation lists with demographic databases. The most obvious marriage is subscriber lists with data, such as income levels and lifestyles, obtained from census surveys.

"The technology for doing it is here today," says Tillman of Applied Printing Technologies. "I haven't run into a newspaper that's doing it, though."

One endeavor in this area is the proposed project the Los Angeles Times calls "ICIS," or Integrated Circulation Information System. According to John Mount, director of market research, the paper is attempting to merge its subscriber list with the 1980 census information and other consumer survey data. Ultimately, the paper plans to use the data to generate demographic maps (lifestyle and income) of subscriber households, he says.

"We use these geographic and demographic analyses the most with circulation retention," says Mount, "which is what most newspapers are concerned with. The bottom line is the allocation of resources. The data tell you where to send your door-to-door crews and where to make your phone calls."

With its circulation system, Mount says the paper is also "experimenting with delivery times to see what the effect (altering them will have) on circulation."

The Times and other newspapers want their circulation systems to answer these questions:

- Who is subscribing to the paper and who isn't? For those who are not, why not?
- What are the lifestyles of subscribers and non-subscribers? What is their income? Where do they live? How many children do they have? Do they live in houses or apartments?
- Which non-subscribers are most likely to become subscribers? How cost-effective is it to deliver the paper to them? How should the paper be delivered to them?
- Which promotional programs were successful and which weren't? If they weren't, why?

The technology that will answer these and other newspaper questions is considerably more complex than that used to track bills and issue counts for press runs.

The amount and kind of information sought in the circulation area have forced newspapers into taking more time to choose a

circulation system program than used to be the case. For example, The Hartford Courant recently installed a $1.2-million, modified Collier-Jackson circulation system that was three years in planning. It gives the paper the ability to target market not only among its 219,000 daily subscribers in 90 advertising zones but also among the 540,000 households in the entire Hartford metropolitan area. Other features include tightened control over 5,500 carriers, 2,000 newsracks, 3,000 news dealers and the 15,000 subscriber bills generated each week through the paper's pay-in-advance system.

"Newspapers have made the sales side of the business more complex because they are selling a bag of products at different rates," says C-J's Sloan. The circulation program "has got to do all the basic circulation functions plus all the things that have come about because of the competition from other advertising media, such as direct mailers, and do accounting too."

Stauffer Communications Inc. of Topeka, Kan., at one time considered developing a circulation program that would control the routes of delivery trucks. But as Cichelli points out, "You never know when someone will tear up a street. That kind of technology has never found its way into the newspaper business."

Some vendors believe, though, that it is possible to automate delivery schedules to minimize the time lost if a truck were to break down.

Newspapers can tailor some generic software to fit their needs.

Financial programs. Software programs developed for the business office differ fundamentally from those used by the advertising and circulation departments. Unlike the latter, which were designed specifically for newspaper use, business-office software is usually generic. These programs cover such financial areas as general ledger, payroll/personnel, fixed assets, accounts payable and inventory control—matters common to all types of businesses.

Because financial programs are available commercially, both for mainframe systems and for personal computers, they generally cost less than advertising and circulation software. This is reflected in their proliferation. "I would say that virtually all newspapers are using some kind of electronic computing to handle financial aspects of their businesses," says Kasabian of the International Newspaper Financial Executives.

"You can take any off-the-shelf program for accounts payable, general ledger and payroll, and it will work as well at one newspaper as it will at another," says David T. Ercole, director of marketing for Data Sciences Inc., a Silver Spring, Md., systems vendor.

Although generic, financial programs tend to have enough flexibility built in to allow a business to tailor one to specific needs, "everybody wants to do things a little differently," notes Max L. Miller, general manager of Western Computer Services, a North Platte, Neb., vendor. "You've got to have flexibility . . . because you can't tell a newspaper how to run its business." Adds Ercole: "I have yet to go to a newspaper that didn't want something done a little differently or didn't want more information from a financial program."

Some of the financial packages—payroll/personnel and general ledger in particular—have report-generating capabilities, vendors say. Three examples: Payroll packages can generate Internal Revenue Service W-2 and 1099 forms in addition to issuing checks; general-ledger packages can provide monthly, quarterly and annual reports; and personnel programs can generate various reports on employees and job applicants.

Personnel programs are especially tricky in report generation, vendors and data processing managers say. Federal laws prohibit employers from discriminating when hiring people based on race, sex and religion, among other things, yet newspapers are required to provide government agencies with reports on the types of applicants and on the newly hired. The situation puts newspapers "between a rock and a hard place," Miller says.

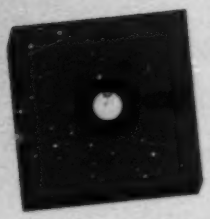
"You've got to have the (computer) fields in the personnel program to be able to provide the information to generate the reports," he says. "You've got to be careful how you do it, though."

To keep up with changes in government regulations, as well as in insurance policies and corporate management, financial software must be updated periodically.

Vendors believe general ledger should be the center of all financial programs. In a best-case scenario, the general ledger would capture all the data on revenues and expenses from all systems.

"You want the systems to feed the general ledger somehow," says Donald B. Downing Jr., president of Sarasota, Fla.-based Gulf Coast System Design Co., a vendor of business systems.

The Atlanta Journal and Constitution have found that having general ledger at the center of financial matters helps to minimize



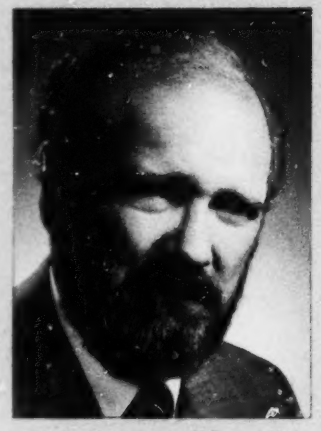
errors, according to George Coon, director of computer services.

"When you extract information from a written report, there is always the chance it could be wrong," he says. "Also, all reports aren't generated monthly. Some are generated daily or weekly," which leaves the potential for figures that are not up-to-date to find their way into the general ledger.

With the totally electronic business systems, Coon says, errors that originate from antiquated or inaccurate reports or from re-keyboarding mistakes are avoided. "If you can eliminate paper shuffling, you're eliminating the potential for problems," says Coon, "and a source of errors."

Integrated systems. Many newspaper executives and vendors are intrigued by the idea of extending the type of systems integration accomplished in Atlanta for financial programs to *all* kinds of software. Taking a step in that direction, more papers today appear to be buying generic systems that are linked together, rather than developing individual software programs in-house as was prevalent previously. The objective is to make data generated by one newspaper department available to other departments that could use it.

Preprinted advertising supplements provide a prime example of how integration might work. Orders for preprints originate in the advertising department, yet the actual insertion of the preprints occurs in the mailroom. Ideally, data processing managers believe, information that deals with insertion schedules would be passed electronically from the advertising system to the circulation system, which would then produce magnetic tapes to drive inserting and labeling machines. Data on billing, contracts and the like would be passed to the appropriate area of the financial system.



"Newspapers have to get their advertising and circulation systems (integrated) with each other" to do marketing analysis.

Norman R. Kirk

Another example is marketing analysis. The Toronto Star is trying to institute a targeted distribution program for an "upscale" style section, according to Norman R. Kirk, director of advertising. The advertising department would like to be able to gather data on income levels from the paper's circulation program without re-keyboarding the information. "Unfortunately, we've got two systems that can't talk to each other," he says. "To do things like this, newspapers have to get their advertising and circulation systems (integrated) with each other."

"Ideally, you want to capture keystrokes and avoid re-keyboarding information as much as possible," observes Gibowicz of The Times Journal Co.

He and other data processing managers envision systems that would pass information between them as easily as data are exchanged between files on such integrated PC programs as Framework or Lotus 1-2-3.

Some vendors have already begun to embrace the concept of integration in a limited way.

Creative Data Systems is moving toward fully integrated systems with what it calls the Marketing Information Support System. It will combine aspects of advertising and circulation systems. Creative Data will demonstrate this new software package at the ANPA Operations Management Conference & Exposition in New Orleans next month. (See story, p. 62.)

Atex Inc. last year began marketing its Total Publishing Environment, or TPE. Atex contends that any viable pagination system must take into account the interrelationship between editorial and advertising, including both production and accounting requirements of advertising. In the company's view, an advertising management system should be part of a pagination system.

Having gotten a head start with their consolidated financial system, the Atlanta Journal and Constitution may be the closest to having integrated all business systems, according to some vendors.

Computer Services Director Coon says complete integration has not been made a company goal, although there is already a great deal of it. "All of the systems are linked but not integrated," he says. "But we are striving to improve communications among systems."

Within the scheme at Atlanta, software for accounts receivable, credit checking, billing and classified advertising is integrated into the advertising system. Both advertising and circulation run on the same computers and thus are compatible. And a program written by the papers' data processing department allows information to be passed from advertising/circulation to the financial system.

The advantages of total integration are numerous, Coon notes. One is consolidation of billing for advertising. A real-estate broker who runs both display and classified advertising is sent a single bill.

Most of the Journal and Constitution software, Coon points out, was purchased from vendors. Some data processing managers see a trend in newspapers' moving away from in-house, specialized programs to the "vanilla" or "transparent" varieties marketed by the vendors.

"It's a never-ending task keeping systems up to date with changing market conditions and increasing user expectations," says C-J's Sloan. In other words, rather than tie up its computer department with that kind of updating chore, a newspaper now might elect to buy a new "vanilla" software package. Sloan believes that vendors are developing better software to meet the changing newspaper market's needs. "The packages today are far more sophisticated, powerful and versatile," he says.

One of the concerns voiced by data processing managers at some newspaper groups is incompatability among systems used at different properties. Some are moving to change that.

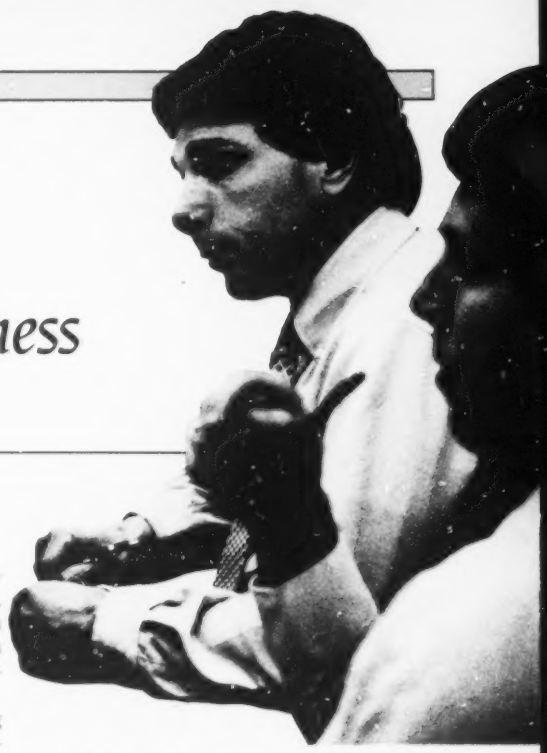
For instance, about 20 Knight-Ridder newspapers use Hewlett-Packard mainframe computers for their business applications. G. Michael Jones, director of information systems for the newspaper group, says because of that commonality, Knight-Ridder has "standardized the circulation and advertising systems at all Hewlett-Packard sites." All use Collier-Jackson software.

"We discourage in-house development of programs as opposed to a packaged approach," says Jones. "We encourage the sites to adopt our recommendations."

What lies ahead? Outside of the probability that systems will be more integrated and generic in the future, no one really knows

John Patinella

Circulation executive's competitiveness helps to make The Sun shine



BY BARBARA J. FRIEDMAN
presstime staff writer

In early August 1970, John F. Patinella was planning to marry and was having trouble finding a job in his hometown of Baltimore. Work was scarce there for 22-year-olds with psychology degrees and strong aversion to working behind a desk.

So Patinella turned to his summer-time employer of three years—the circulation department of The A.S. Abell Publishing Co., which owns two of Baltimore's three dailies—The Sun and The Evening Sun.

He was hired and started a full-time climb through the ranks that led to his becoming circulation director two years ago at age 35. Along the way, he earned a master's degree in business administration and cultivated priorities that put sales ahead of distribution.

Patinella's approach and credentials have paid off. But as a fresh-out-of-college boy in a circulation department 15 years ago, he was conspicuously different. Patinella recalls that district managers there were regarded as "people with strong backs and weak minds." They were expected to concentrate first on distribution, then on collections, and "if you had time, on sales."

During his career in the Maryland port city, Patinella has harbored many doubts about the work he once perceived as a brief stop on the way to another field. Until about 1976 when he was promoted to zone manager, Patinella says he was still telling himself "I got to change" and find a position that will "use my education." But as he rose through the Sunpapers ranks, he decided to stay and apply his enthusiasm for competition to the circulation department.

Patinella found himself in the right place. Baltimore is a strongly competitive market. The Sunpapers compete head-to-head against The News American, published by The Hearst Corp., and in the suburban territory between Baltimore and Washington, D.C., they bump up against The Washington Post.

"I'm very competitive," Patinella says. On a recent day, the pattern on his necktie consisted of bunches of lacrosse sticks. The pictures on his walls are of tennis players and golfers, and Patinella spends much of his leisure time playing golf, softball and basketball, and jogging.

While at the Sunpapers, he has swung from being "overly people-oriented to perhaps being overly company-oriented," Patinella says.

Patinella says his emphasis on sales, performance and profits fits well with the company's new direction under Publisher and President Reg Murphy. The atmosphere at the Abell Co. used to be paternalistic and "very old fashioned," Patinella says, adding that under Murphy, the company has become "more progressive" and profit-oriented.

Since taking control in 1981, Murphy has pushed hard for higher circulation. Patinella was his choice to head the circulation department, Murphy says, partly because he is "aggressive, entrepreneurial . . . and he understands how to manage people."

The Sun (192,067) had a net gain of 6,573 paying readers last year. Patinella calls it the morning paper's largest increase in years. He acknowledges, however, that circulation for The Evening Sun has continued to drop. By last September, the evening paper was down to 155,607, a loss of 7,823 from the same time a year earlier.

The Sunpapers' best numbers during Patinella's years as circulation director have been with the Sunday edition. Murphy's goal set soon after his arrival at the Abell Co. was to increase sales by about 25,000 on Sunday to a total of 400,000. On two of the four Sundays this past March, readers bought more than 430,000 Sunday papers, Murphy says. "That tells you about the kind of gains he's made. I think that says about as much as you can about a circulation director."

Patinella is the son of an Italian immigrant who owned and ran a fruit and produce company in Baltimore.

While at the University of Maryland, he planned to become a doctor. But his low-B average and what he calls "a half-hearted attempt" in applying to one medical school were not enough to gain admission. He thought his grades would get him into dental school but decided he was unwilling to spend his days "looking into someone's mouth."

After graduation in 1969 and a brief period at the Sunpapers, he reported in January 1970 for six months of active duty with a Marine reserve unit. By late August, he was back in Baltimore and working for the Sunpapers as a district manager.

His subsequent climb to the top included stints as home-delivery manager and assistant circulation director. As he moved higher, he encountered marketing and financial terms he did not fully understand.

"I could just see I needed to learn more," he says, so in 1982 he began graduate work at Baltimore's Loyola College in a program designed for executives.

By the end of the two-year program, Patinella had passed two milestones—he had won membership in the Loyola honors fraternity and had been made circulation director.

Since then, his changes in the circulation department have included a campaign to emphasize sales; increased telemarketing; sales promotions through direct mail and inserts for street-sales copies; and offering packages such as taking The Sun on Sunday and getting weekday editions free for eight weeks.

Patinella and his wife, Ginger, have three children and live in Phoenix, Md., north of Baltimore. □

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Current wave of media mergers likely won't subside until the economy changes

BY J. KENDRICK NOBLE JR.

Mergers in the media industries have recently become front-page stories. What's happening? Why? And what does it mean for the newspaper industry?

As a securities analyst, my principal professional concern is to preserve and increase the capital of PaineWebber's clients. That responsibility includes anticipating such developments as this boom. I did so on the basis of the history of the media industries. I therefore believe that that history can now be used to explain the present and to anticipate the future, within reason.

From a financial point of view, the well-established media industries are characterized by relatively high cash flow and low real growth. Put another way, a successful newspaper's incremental annual bank deposits tend to exceed its needs to pay reasonable dividends, modernize and expand its facilities, and so on. Many retiring executives, knowing this, have bought and run small weeklies as both stimulating activities and perpetual annuities.

Active publishers, on the other hand, seeking growth in their businesses, have used that extra cash to start up Sunday papers or supplements or to acquire other media. We all know that it is difficult to simply start another daily, though that has also been done. In the niche business of the media, an established niche holder is often more attractive than a risky start-up, even though quite expensive.

I know of no large newspaper company, or media company of any type, that has not made a number of acquisitions in reaching its present size. Indeed, as the number of potential acquisitions in a given field has been limited by their availability, government restrictions, and other factors, most media companies have moved beyond their original medium in their acquisitions. For example, most large newspaper groups are also broadcasters.

Acquisitions by newspapers and other media companies are therefore ongoing. Some occur every year. But the number of acquisitions in any one year is determined by such factors as the financial health of the acquirers; the earnings of prospects of those acquired; interest rates both in determining the values placed on potential acquisitions; and other changes in the environment in which the media operate, such as loosened restrictions.

J. Kendrick Noble Jr.

The biggest surges in acquisitions occur when these factors are all favorable, notably well into extended economic recoveries. Long bull markets on Wall Street are produced by the same factors. Therefore, one can say that periods well into long bull markets are also characterized by unusual media merger activity.

Thus, in projecting this period, I tied it to the assumption of a continuing bull market.

This bull market is already over two and one-half years old and still looks good, making it one of the longest since World War II. The last comparable period was that of the mid-1960s, which was also marked by extraordinary media merger activity. To make the point, the exemplar of this period is probably the proposed purchase of ABC by Capital Cities Communications. In December 1965, ITT proposed to acquire ABC, although that plan was terminated two years later. History does repeat.

Not many newspapers were publicly held in the mid-1960s. Therefore, in describing what happened in this field, I depend on inferences from other media fields. The pattern appeared in all public media of the time, and I assume similar newspaper activity.

Historically, the stock market valuations of companies have tended to be less than the values of those same companies if sold in their entirety. A simple explanation of that fact is that in private transactions, too, minority interests sell for less than does control, and the stock market is a market of minority-interest transactions. Minorities depend on the dividends given them by controlling interests. Controlling interests control the use of all the cash generated by the controlled enterprises.

As a result, the prospect of achieving

Publicly held companies will be faced with the twin necessities of holding off aggressive moves against their own companies while taking advantage of friendly acquisition opportunities.

Noble is first vice president of PaineWebber Inc. in New York City.

controlling interest prices for minority interests tends to raise media stock prices in a period like the present, a period in which stock prices are already doing well because of the underlying economic environment.

In the latest 12 months, according to the Media General Financial Weekly, media stocks have been the best of 60 stock groups reported on. Broadcasters' stocks have risen 58.8 percent and publishers' 39.8 percent (newspapers' 43.1 percent) versus an average stock group's 15.7 percent and an average stock's 12.6 percent in the 52 weeks ending April 5. Broadcasters have done particularly well, I believe, because of recently eased rules on station ownership. The newspaper groups' ownership of stations is likely responsible for their outperforming other publishers, but the merger wave seems to be a phenomenon of all media industries.

What lies ahead? Based on history, I expect the merger wave to continue until the economic outlook changes (e.g., to anticipating a recession nine months or so away, or to higher interest rates) or some other aspect of the current scene changes adversely (e.g., regulatory tightening or reduced industry expectations). Neither seems imminent at this writing.

Given this prospect, I would expect media stocks to continue to rise toward controlling interest prices, but to do so irregularly as speculative interest shifts from media sector to media sector depending on the most recent actual acquisition actions.

Presently, publicly held companies will be faced with the twin necessities of holding off aggressive moves against their own companies while taking advantage of friendly acquisition opportunities.

On the positive side, the high prices of media stocks will permit stock acquisitions in lieu of ones for cash and debt, although funds will remain available for both purchases and leveraged buyouts in my opinion. High stock prices should also encourage other non-public newspapers or chains to go public, properly protected, because media stocks have historically lagged the market for prolonged periods at the end of such merger waves, returning to minority-interest valuations.

At the end of it all, we should have a newspaper industry of fewer, larger, multimedia enterprises. Some may have enormous, but likely supportable, new debt loads, and may have partly stripped themselves to reduce that burden or to comply with regulations. But I expect that the period will not close without new, net infusions of capital into the industry. I regard that outlook as healthy.

Newspapers perform two basic functions. They are the principal distributors of information to their communities, and they are the principal carriers of advertising messages to them. They are thus central to the political and economic health of most communities.

But newspapers' central roles have been eroded by the flood of new, competing enterprises based on other media or related distribution mechanisms. Within the next decade, we are likely to see major, new competitors emerge, such as videotex; interactive, advertising-supported cable programs; and perhaps computer networks.

Many of these will be operated by enterprises without newspapers' traditions. I trust that the newspaper industry will preempt those niches, moving first, but that will take additional capital. Accordingly, the stronger, better-financed industry that I trust will emerge from the present is also the kind of industry that I believe will best serve the interests of both the public and the stockholders. □

Anti-takeover strategies abound

Several media companies in April received bids for their stock and another moved to protect itself from a specific type of takeover attempt.

Multimedia Inc., a newspaper publishing and broadcasting concern based in Greenville, S.C., has been among the companies receiving some of the most numerous and complex bids. In recent months, the company has received four offers, the first a leveraged buyout bid and the last an offer from Lorimar Inc., a TV production company.

An investor group that made the leveraged buyout offer, which Multimedia announced Feb. 1, made a new higher offer in April. The group, consisting of senior managers and founding family members, seeks to buy the company's stock in a move Donald J. Barhyte, chief financial officer, called a "recapitalization plan." The group is offering for each share cash and debentures with a market value of $54. Multimedia would remain a publicly traded company.

Among other recent acquisition activity in the media business:

- Cox Enterprises Inc. of Atlanta offered to buy 16.8 million shares of Cox Communications Inc., a broadcasting and cable television company. A successful bid would change the publicly traded Cox Communications to a private company. The bid of Cox Enterprises, which already has a large stake in Cox Communications, is valued at $1.3 billion. Cox Enterprises publishes 21 daily newspapers.
- Gannett Co. bought the Des Moines Register and Tribune Co.'s 14.3-percent stake in Cowles Media Co. of Minneapolis in late March.
- Gannett's board of directors moved to ward off the type of takeover attempt that entices shareholders to sell their stock early to a corporate raider. The company is asking shareholders to approve May 21 a "fair price amendment" that would block a raider's two-tiered strategy whereby stockholders who agree to sell early are rewarded with a higher price. The change in the company's bylaws, for the most part, would require that various "business combinations," which include the sale of the company, be approved by owners of 80 percent of the common stock rather than a simple majority.
- R.E. "Ted" Turner began his long-anticipated assault on CBS Inc. by offering to buy 21 million shares in an offer worth $2.9 billion. Turner said his Atlanta-based company—Turner Broadcasting—is acting alone.
- Storer Communications Inc., a Miami-based broadcasting company, continued to fight a bid for control by a group of its stockholders.

But during the hectic period, Multimedia seems to have won the honors for novel strategies.

Under the "recapitalization" plan, as explained by Barhyte, shareholders could choose to take less cash, allowing them to retain an equity interest that would be smaller.

The offer provides "a great degree of liquidity for everybody," said Barhyte, who is among the investors making the bid. The management and family group currently control more than 40 percent of the stock.

The board has recommended that stockholders agree to the recapitalization plan. The offer exceeded the group's earlier bid that was intended to take the company private through a leveraged buyout. The size of that offer was challenged in several stockholder suits [presstime, March 1985, p. 68].

COURTS

Libel ruling produces alarm

A federal appeals court's decision to reinstate the jury verdict that The Washington Post libeled Mobil Oil President William P. Tavoulareas in a 1979 article casts a shadow over investigative reporting, according to media attorneys.

William P. Tavoulareas

A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, ruled 2-1 on April 9 that it was "improper" for U.S. District Court Judge Oliver Gasch to have overturned the verdict.

The appeals court returned the case to Gasch for a determination on motions to reduce or set aside damages awarded by the jury totaling $2.05 million.

However, the Post plans to ask for a rehearing by the full Court of Appeals, according to Boisfeuillet Jones Jr., vice president/counsel. "The case is a long way from over, and we feel that, in the end, Judge Gasch's decision will be upheld," he said.

In his May 1983 ruling, Gasch said there was no evidence of "actual malice" on the part of the Post in a report that Tavoulareas had "set up his son" in the shipping business [presstime, May 1983, p. 65].

"Actual malice" is the standard of liability that must be met in libel cases involving public figures. It requires the plaintiff to prove that defendants in a libel case published a statement with knowledge that it was false or with reckless disregard of whether it was false or not.

The appellate court, in the majority opinion written by Senior Circuit Court Judge George E. MacKinnon, said "the record demonstrates that a properly instructed jury found liability, that clear and convincing evidence supports its verdict so far as liability is concerned, and that it was improper for the trial court to reweigh the jury's findings on credibility and arrive at a judgment n.o.v. (notwithstanding the verdict)."

Tavoulareas said he thought the decision "will make for a more responsible press."

But media attorneys said they are concerned about the decision's impact, particularly on investigative journalism.

"Second-guessing editorial judgment and making investigative reporting an aggravating factor in the malice calculus undermine the underlying rationale of the *Sullivan* decision—to promote robust, uninhibited and wide-open debate," commented Dan Paul, a media attorney in Miami. "However, the real danger as the case winds its way through the appellate process is that it presents a dangerous opportunity to redefine the actual malice standard. If the Supreme Court takes this case, we may be in for a lot of trouble," he said.

Another media attorney, George K. Rahdert of St. Petersburg, said, "It seems to me, the decision has been deliberately written to narrow press freedoms in a variety of respects. The most disconcerting is that it does put a dark cloud over investigative journalism."

In its 88-page opinion, the court said it was reasonable to infer from testimony presented by Bob Woodward, a Post assistant managing editor, that the newspaper "put some pressure on its reporters" to write "the kind of high-profile expose pieces that shock and startle readers."

"Regardless of whether one chooses to characterize this policy as conducive to hard hitting investigative journalism, or 'sophisticated muckraking,' it certainly is relevant to the inquiry of whether a newspaper's employees acted in reckless disregard of whether a statement is false or not," the court said.

In a dissenting opinion, Judge J. Skelly Wright said, "The notion that a policy of muckraking and hard-hitting investigative journalism is somehow evidence of actual malice is deeply troubling, contrary to the nation's tradition of a free and aggressive press, and entirely unsupported by precedent."

Victor A. Kovner, chairman of the New York City Bar Association's Committee on Communications Law, agreed with Wright. "Whether the journalism is investigative or not is irrelevant to the issue of whether the journalist or publication had doubts as to the truth," he said.

Kovner was optimistic that the full appeals court will hear the case. "Based on that court's thoughtful opinions in *Ollman v. Evans* a few months ago, I believe there is a reasonable likelihood that the majority opinion will be corrected," he said.

In that case, the full court of appeals on a 6-5 vote reversed a three-judge panel's judgment against columnists Evans and Novak [presstime, Jan. 1985, p. 45].

Meanwhile, the day after the decision in the Tavoulareas case, another federal appeals court issued a ruling in another libel case involving a media property owned by The Washington Post Co. The 8th U.S. Circuit Court of Appeals April 10 reinstated a $10-million suit against Newsweek magazine filed by South Dakota Gov. William J. Janklow over a February 1983 article.

A federal district court had granted summary judgment in favor of Newsweek. The appeals court ruling sends the case back to that court for trial. □

COURT BRIEFS

• Capital Cities Communications Inc. and a former editorial writer for its News-Democrat in Belleville, Ill., have appealed a **$1.1-million libel judgment** to the Illinois Supreme Court.

Associate Circuit Judge Roger M. Scriver March 25 ordered Cap Cities and Richard Hargraves to pay $450,000 in compensatory damages and Cap Cities to pay $600,000 in punitive damages to a local government official who had been accused in a 1980 editorial of lying about his position on taxes [presstime, Aug. 1984, p. 35].

• The Smart Shopper Inc. of Portland, Maine, and Guy Gannett Publishing Co. in late March agreed to an **out-of-court settlement** of their antitrust lawsuit and counterclaim [presstime, Feb. 1985, p. 30]. Terms of the agreement were not disclosed.

Public left with 'very little access' to CIA records

The U.S. Supreme Court ruled unanimously April 16 that the CIA has broad discretion to keep its sources secret.

The case is of interest to the press because it concerns access to information under the Freedom of Information Act [**pressstime**, Oct. 1984, p. 43].

Representatives of press organizations called the decision troubling but not unexpected.

"It's not a surprising decision," said Claudia M. James, ANPA assistant general counsel. "Over the years, the Supreme Court has found for the government, found for the CIA, in the cases it has heard."

The "combination" of the ruling and a law enacted last year providing an FOIA exemption for certain CIA operational files [**pressstime**, Nov. 1984, p. 32] "means that the public really has very little access left to CIA records," said Peter S. Prichard, chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi.

"I think that's somewhat disturbing because there may be occasions when public scrutiny of that agency, like any other agency, is necessary and appropriate," added Prichard, associate editorial director for USA Today.

The Supreme Court decision overturned a ruling by the U.S. Court of Appeals, District of Columbia Circuit. That court had said the CIA could refuse to disclose only those sources who supplied the agency with information that it could not have obtained without guaranteeing confidentiality. In so ruling, it cited the National Security Act of 1947, which authorizes the director of central intelligence to protect "intelligence sources and methods," saying the statute served as a FOIA exemption.

The Supreme Court agreed with the circuit court that the National Security Act provides an exemption from FOIA for sources, but it disagreed on the scope of the exemption.

Writing the opinion of the court, Chief Justice Warren E. Burger said: "The plain meaning of the statutory language, as well as the legislative history of the National Security Act . . . indicates that Congress vested in the Director of Central Intelligence very broad authority to protect all sources of intelligence information from disclosure."

The case involved a 1977 FOIA request by John C. Sims, an attorney, and Dr. Sidney M. Wolfe, the director of the Public Citizen Health Research Group, for the names of institutions and individuals who had performed research in the CIA's MKULTRA program. The MKULTRA program involved drug experiments in which at least two people died. □

Ontario juvenile coverage law raises concerns

A provision in a recently enacted law in Ontario has some editors and publishers worried that it could be a step toward the licensing of journalists.

Entitled "An Act Respecting the Protection and Well-being of Children and Their Families," commonly called Bill 77, the law provides that in court cases involving children under 18, hearings shall be held in the absence of the public, unless the judge decides for specific reasons that they be public.

However, the law provides that if reporters show up for a juvenile's hearing, they can choose from among themselves not more than two to attend it. If they cannot agree, the judge may make the choice.

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, questioned whether reporters from the print, radio and TV media could agree on who would sit in during a hearing. He also said CDNPA's position is that the press should have no special privileges.

Before the bill was passed, Paddy Sherman, publisher of The Citizen in Ottawa, protested to Social Services Minister Frank Drea, who introduced the bill, that the press should not be treated differently from the general public.

After the bill was passed, Sherman received a reply from Deputy Minister Robert M. McDonald, who maintained that the provision regarding the media is virtually the same as in another law, the Child Welfare Act, that "appears to have been operating without problems for several years."

In one of his weekly columns, Sherman noted that attempts have been made at UNESCO and elsewhere to secure special status for journalists. "When governments can license journalists," Sherman wrote, "it becomes a short hop to governments that can unlicense any they don't like." (See story, p. 46.) □

'Shoe' **By Jeff MacNelly**

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LEGISLATION

Mandatory ad warning opposed

ANPA and the Magazine Publishers Association oppose legislation that would require aspirin advertising to contain a warning message concerning Reye syndrome, an illness that strikes young people.

The associations submitted comments March 29 to the House Subcommittee on Health and the Environment on HR 1318, a bill sponsored by the subcommittee's chairman, Henry A. Waxman (D-Calif.).

It would require all advertising of aspirin or other drugs containing a salicylate—the pain-relieving compound in aspirin—to carry a specifically worded message against its use by people under the age of 21 "who have chicken pox, influenza, or flu symptoms."

The warning would be in a rectangular box flanked by two circles and arrows. The circles would be printed in red. The arrows would be printed in yellow and contain the word "warning." All aspirin ads, therefore, would have to be color.

ANPA and MPA said their principal concern about the bill is that it resorts "to government regulation of speech as a means of regulating a product which for whatever reason, the government chooses not to regulate directly."

They also said that dictating the use of specific colors in advertising raises "many practical concerns," including the fact that not all media are able to offer color advertising.

Sen. Howard Metzenbaum (D-Ohio) has filed an identical bill in the Senate. □

Employee disclosure bill withdrawn

The CIA has withdrawn a legislative proposal to impose criminal penalities on government employees who disclose classified information [presstime, April 1985, p. 14].

The proposal, included in a draft of the fiscal 1986 CIA authorization bill, never reached Congress.

The idea may not be dead, however. According to Tonda F. Rush, ANPA counsel/government affairs, it may re-emerge as a separate bill. □

House, Senate vote to repeal car records tax law

The House and Senate have voted overwhelmingly to repeal the tax law requiring detailed record-keeping for cars used for both business and personal purposes.

The lawmakers acted after being hit with an avalanche of complaints when the Internal Revenue Service issued rules implementing the 1984 law. ANPA was among those protesting the rules [presstime, March 1985, p. 36].

At press time, congressional leaders had not scheduled a conference meeting to iron out differences in the House and Senate bills.

The 1984 law requires "adequate contemporaneous records," interpreted by the IRS generally to be a log showing the date, mileage and purpose of each trip.

The bills passed by the House and Senate would require "adequate records" or "sufficient evidence corroborating" a taxpayer's claim. That is what was required prior to enactment of the new record-keeping law last year. □

REGULATIONS

FTC turns down request for alcohol ad restrictions

As expected, the Federal Trade Commission rejected a petition seeking restrictions on advertising of alcoholic beverages.

The decision, announced April 16, came on a 4-to-1 vote. The commission said it found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" [presstime, March 1985, p. 36].

"Absent such evidence, there is no basis for concluding that rules banning or otherwise limiting alcohol advertising would offer significant protection to the public," it said.

The FTC had been asked by a coalition of 29 national organizations and three individuals in November 1983 to limit marketing of alcoholic beverages. The coalition sought a ban on all advertising and marketing efforts targeted at youth or problem drinkers, and a warning in print ads about the hazards of alcohol abuse.

In a letter to the coalition announcing its decision not to initiate industry-wide rule-making proceedings, the FTC said it will continue its "ongoing review of alcohol advertisement and marketing practices to identify any that warrant challenge as deceptive or unfair."

Patricia P. Bailey, who cast the dissenting vote, disagreed with the commission's decision not to make at least a "factual inquiry" into what she called "certain questionable advertisements and promotions." □

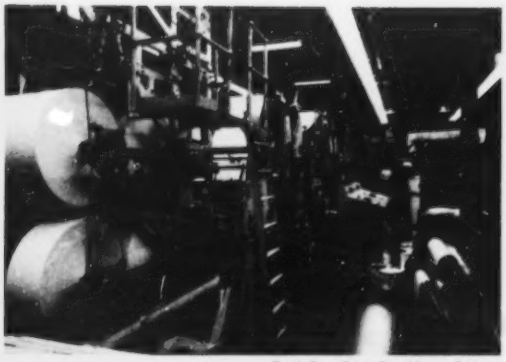
REGULATORY NOTES

• New Mexico Gov. Toney Anaya has signed an executive order **governing the use of video display terminals** by state government employees. The March 27 order includes recommendations for room lighting, work station design, noise levels, heating and ventilation, and rest breaks.

• ANPA has asked the U.S. Court of Appeals, District of Columbia Circuit, for intervenor status in a case challenging the Federal Communications Commission's decision not to apply fairness doctrine and other **content regulations to teletext**. ANPA supports the FCC position and earlier had urged the commission to adopt it [presstime, May 1983, p. 33].

• George W. Douglas announced he will **resign from the Federal Trade Commission** in mid-September. Douglas, a Democrat, had been scheduled to serve until Sept. 25, 1989.

Meanwhile, the Senate has confirmed Commissioner Mary L. Azcuenaga, a former FTC attorney who had been serving under a recess appointment [presstime, Jan. 1985, p. 47].



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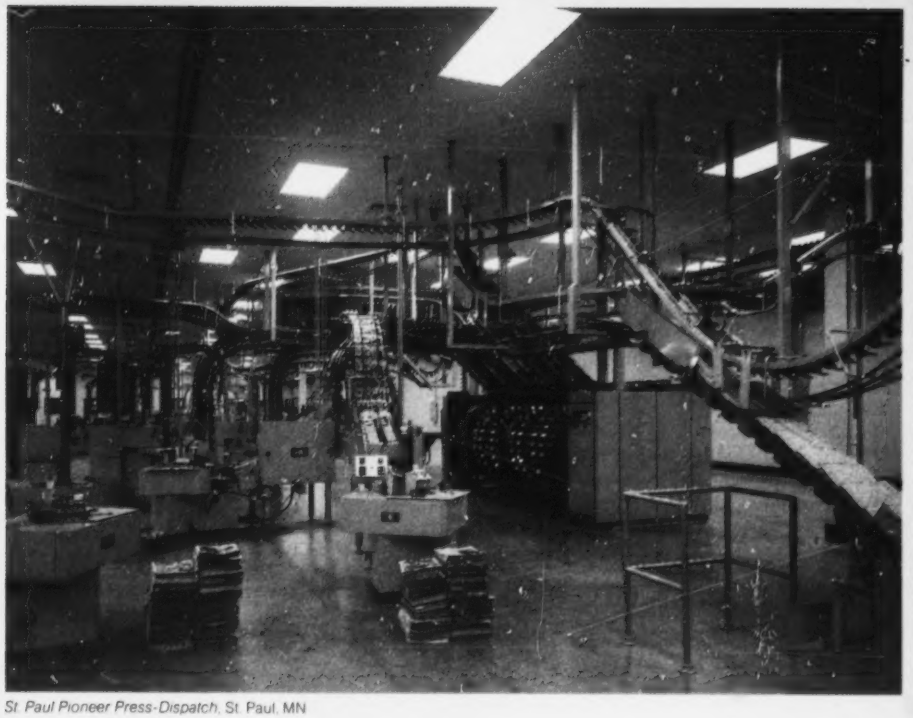

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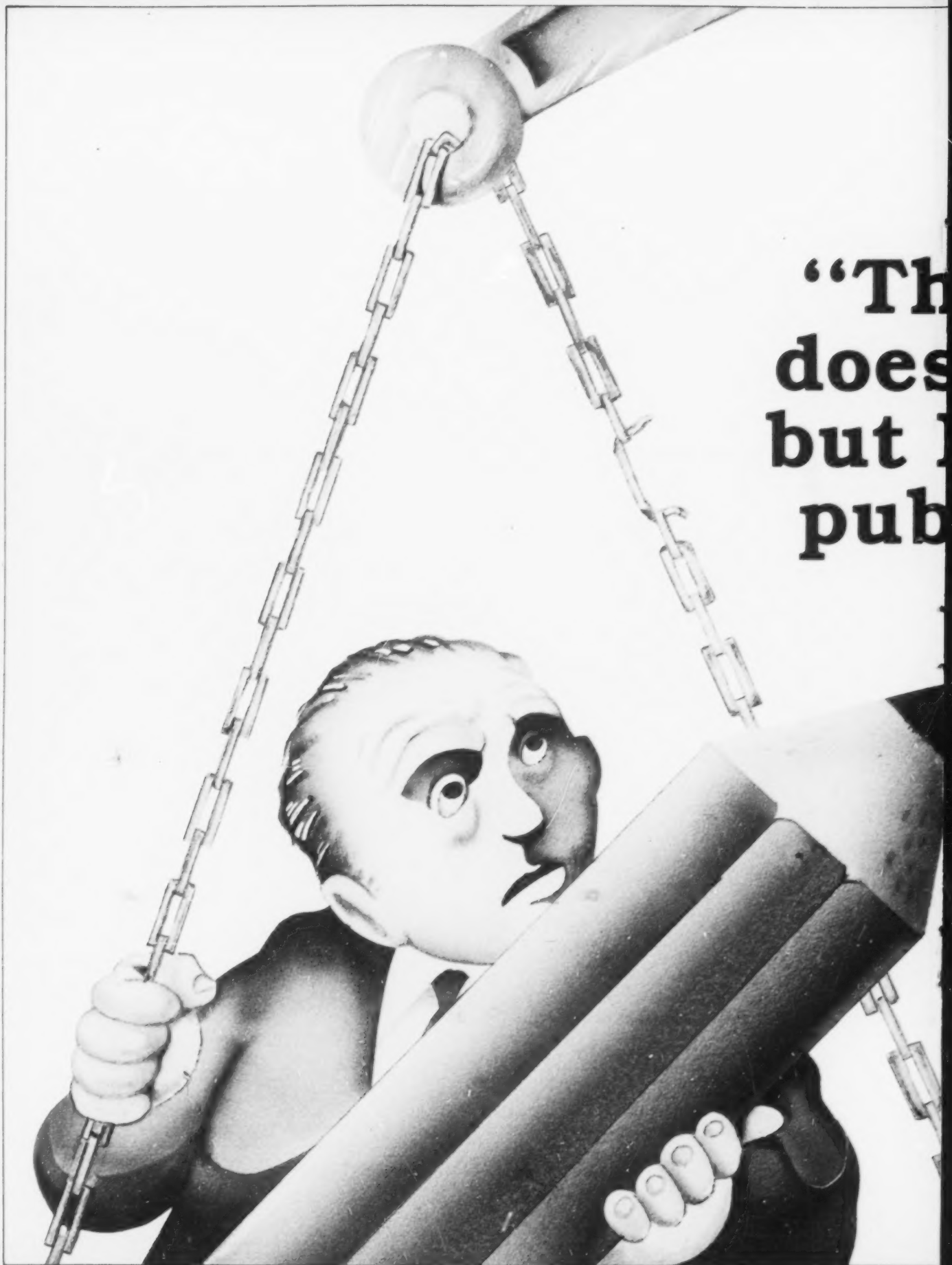
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e First Amendment
n't require fairness,
think the American
lic is beginning to."

Robert MacNeil
The MacNeil-Lehrer Newshour

Fairness. It's an issue of staggering importance to our industry. In recent opinion polls and in comments from readers and broadcast audiences, the message to journalists has been delivered without equivocation: play fair or suffer the consequences. We believe that it is often the perception of unfairness rather than the fact of it that our readers resent, and we've addressed the issue in " Image of Arrogance," a joint video project with Women in Communication. Our company-wide commitment to the defense of the First Amendment has led us to an understanding that the biggest threat to the free press is not an angry special interest group, but a press that fails to recognize and address the causes of reader unrest. At Gannett, our editors and broadcasters are committed to providing fairness in their news stories, in their commentaries and in their everyday dealings with the public. Fairness. It's an important obligation of a free press.

Study shows press cards would not have helped victims

Press identification cards would not have increased the safety of any journalists involved in international incidents in 1984, according to Dana Bullen, executive director of the World Press Freedom Committee.

"In more than 200 such cases, I so far have failed to find a single instance in which an additional identification card would have saved a journalist's life or otherwise kept him or her from harm," said Bullen, who was to present a report on the matter at the April 23-24 conference in Vevey, Switzerland, on "The Safety of Journalists on Dangerous Professional Missions."

The report, compiled by ANPA Librarian Yvonne Egertson, consists of a list of 211 international incidents last year involving more than 359 journalists. Twenty-three were killed, at least 81 wounded, 205 jailed and more than 50 expelled during the calendar year.

"Focusing attention on the imagined protection some claim another ID card might provide—and I believe this is an illusion—diverts attention from things that actually might help," said Bullen. "In other words, focusing on an illusory 'solution' prevents finding any real solutions."

The conference was organized by the International Committee of the Red Cross after another international forum originally planned for this spring was postponed indefinitely. Set for Mexico City, the other meeting had been criticized by free-press groups, including ANPA, for encouraging "licensing" of journalists while ostensibly discussing their "protection."

Press groups feared international press cards also would be among proposals raised at the Mexico City meeting [presstime, March 1985, p. 39].

The new report, Bullen observed, showed that abused journalists are not victims of mistaken identity who could have been protected by proper identification. "Police, paramilitary groups, terrorists and others know exactly who they are killing, wounding, jailing and expelling," he said.

United Press International Reichmann Newsphotos

Newsweek photographer John Hoagland leaves a San Salvador hospital in 1981 after treatment for injuries received in a land mine explosion. He was killed in March 1984 by mortar and machine gun crossfire.

For example:

- Linda Frazier, a U.S. citizen working as a reporter for a Costa Rican daily, and Jorge Quiros, a Costa Rican television cameraman, were killed May 30 by a bomb planted at a press conference at the jungle headquarters of Nicaraguan rebel leader Eden Pastora.
- Jaime Ayala Sulca, a correspondent for La Republica, was last seen Aug. 8 entering headquarters of the Military Political Command in Huantu, Peru. Three other journalists were injured Aug. 17 when police violently dispersed a demonstration over Sulca's disappearance.
- Brahma Chellaney, a citizen of India working for the Associated Press, had his passport impounded Dec. 31. Chellaney is being charged with sedition and inciting discord for reports he filed about the activities of Indian troops when they stormed the stronghold of rebellious Sikhs in the Punjab. Reporters had been banned from the region during the battles.
- At least a dozen Nigerian journalists are listed as being jailed or detained in Nigeria for short periods for questioning during 1984. Most were accused of violating Decree 4, which makes it a crime to publish or broadcast information considered damaging to the reputation of government officials.

The report does not count journalists who had been arrested prior to 1984 and who remained in jail throughout 1984. Also not included are journalists who were victims of threats, vandalism, firings, or accidents, such as plane crashes.

The 16 international and regional media organizations invited to attend the Swiss meeting represent a wide spectrum of views.

Eight are free-press groups not involved in earlier plans for the Mexico City meeting: Commonwealth Press Union, International Association of Broadcasters, Inter American Press Association, International Federation of the Periodical Press, International Federation of Newspaper Publishers, International Press Institute, North American National Broadcasters Association and WPFC.

The other eight were among those planning the Mexico City meeting: Confederation of Asean Journalists, Federation of Arab Journalists, International Catholic Union of the Press, International Federation of Journalists, International Organization of Journalists, Latin American Federation of Journalists, Latin American Federation of Press Workers and Union of African Journalists. —*Marcia Ruth*

New AT&T venture expanding

AT&T has begun marketing across the United States a prototype for electronic real estate listings, a service available since last fall in Monmouth County, N.J.

Some newspaper executives see the project as a potential competitor for certain print classified advertising.

Since September, real estate agents in Monmouth County and AT&T have used local telephone lines to provide an electronic multiple listing service that can, among other features, transmit color graphics [presstime, Nov. 1984, p. 24].

The Monmouth County Board of Realtors supplies the content, and AT&T provides the computer hardware and software, installation, maintenance and training, said AT&T spokeswoman Marilyn Colliver.

The program is "being marketed across the country to other boards of realtors," Colliver said. She would not say whether any other boards have signed contracts.

In the Monmouth prototype, AT&T does not supply content or use any long-distance lines, Colliver said. The arrangement enables AT&T to stay behind the line drawn by the 1982 consent decree that keeps the communications giant out of electronic publishing until 1989.

While Colliver says the program is not being sold as an alternative to classified ads, some in the newspaper business see it as a possible competitor.

In the short run, "clearly they are looking to provide a service to realtors," said Leonard P. Forman, director of planning/chief economist of The New York Times Co. But in the long run, he said, the issue becomes whether the automated database [such as the one in Monmouth County] will be available to consumers with home computers and thus threaten print classified ads.

Forman and some other members of the ANPA Telecommunication Committee have discussed the possibility of visiting the project in Monmouth County.

The project has the "potential to nibble away at some very lucrative areas of classifieds," said committee Vice Chairman Robert M. Johnson, president of Newsday, Long Island, N.Y. "I'm very concerned about what's going on in Monmouth County." □

ANPA says more time needed to shift microwave frequency

Operators of microwave services in the 12 gigahertz band should be given more time before they have to relocate their operations to another band, ANPA told the Federal Communications Commission in April.

At least 11 newspapers are currently operating microwave systems in the 12 GHz band to transmit copy to remote printing sites, according to ANPA.

In 1983, the FCC reallocated the 12 GHz band to direct-broadcast satellite service. It gave microwave licensees five years to shift to other frequencies or assume "secondary" status in the 12 GHz band.

The Association's April 19 comments were made in support of a request by the Aerospace and Flight Test Radio Coordinating Council for an additional five-year transition period—to Sept. 9, 1993. ANPA said, however, that it actually would prefer a 10-year extension.

ANPA said more time is warranted because of the "current uncertainty of DBS operations" and the "major capital investment" that licensees, such as newspapers, face in developing alternative means of transmission or moving to another band [presstime, April 1985, p. 27]. □

TELECOMMUNICATIONS NOTES

• The Times Mirror Co. intends to sell its Hartford cable-TV system to United Cable Television Corp. of Denver for about $61.5 million. Times Mirror, which also owns The Hartford Courant, agreed last November to sell the system by Sept. 4, 1987, as part of a settlement of a **cross-ownership dispute** with the state of Connecticut [presstime, Dec. 1984, p. 46].

• The Justice Department has decided not to oppose **a swap of cable systems** between Times Mirror and Storer Communications Inc. The swap would leave Times Mirror's American Cable unit as the only citywide cable operator in Phoenix and nearby Paradise Valley. Storer would become the primary cable operator in the Louisville area if it persuades the city to grant a new license.

• **Grassroots California,** an electronic information service that began commercial operation Feb. 1, had 48 subscribers by late April. A spokesman said growth was moving on schedule toward a year-end target of 349 paying subscribers.

The service is aimed at farmers, and the information includes commodity prices, agricultural news and an electronic-mail service as well as a lifestyle segment. Subscribers need a television screen paired with an AT&T Sceptre decoder, or a personal computer able to use IBM software. Grassroots California is a partnership owned equally by McClatchy Newspapers Co., The Bakersfield Californian and Times Mirror.

• A company owned by McCaw Communications Companies Inc. has asked the Federal Communications Commission for a license to operate a **new type of satellite service.** McCaw plans to use three satellites linked by radio to pinpoint people, trucks, planes or "anything that moves," a McCaw spokesman said. A type of beeper such as a paging device would be used.

Affiliated Publications Inc., publisher of The Boston Globe, owns 45 percent of McCaw Communications.

• The Asheville (N.C.) Citizen-Times Publishing Co. has **closed its cable news venture.**

A Citizen-Times spokesman said the fee for leasing the cable channel was too high "for a channel to support itself."

The company operated the cable news service from February 1982 through January of this year.

• Under an FCC rule adopted April 11, cable-TV franchising authorities **may not regulate rates for basic cable service** in communities where three or more over-the-air TV signals are available. The rule was to take effect April 28 for new cable franchises and after Dec. 29, 1986, for existing franchises.

The rule implements a provision of the Cable Communications Policy Act of 1984 that permits rate regulation only where there is no "effective competition" for the cable system [presstime, Dec. 1984, p. 31].

• An arrangement with States News Service is allowing **Keyfax videotex subscribers** to query States News Washington reporters and receive answers through the electronic system. Keyfax is a Centel Corp. subsidiary.

Ways newspapers can help fight illiteracy emerge from ANPA Foundation meeting

More than three dozen suggestions on things newspapers can do to promote literacy and create greater awareness of the problem of illiteracy emerged from a day-long meeting sponsored by ANPA Foundation.

The March 29 session in Reston, Va., brought together 28 representatives of newspapers and newspaper-related organizations, educational agencies, and literacy organizations.

Some of the suggestions for newspapers and the newspaper business were:

- Convene a meeting of local businesses to discuss the illiteracy problem
- Create a tutoring program using newspaper employees
- Provide greater coverage to educational success stories
- Make sure there are sections of the newspaper of interest to youngsters
- Prepare a directory of newspapers' Newspaper in Education and literacy promotion projects.

As a result of the latter suggestion, made by Michael G. Kane, special projects manager of the International Newspaper Promotion Managers Association, INPA will consider producing such a directory.

Other organizations also will be discussing illiteracy in the coming months. The topic is on the agenda of ANPA Foundation's Newspaper in Education Committee, scheduled to meet this month in Toronto, reported Chairman Thomas Schumaker, publisher of the Transcript-Telegram in Holyoke, Mass.

"I believe the newspaper profession must really get involved in attacking the illiteracy issue," said Schumaker. "First of all, it's logical. It makes good business sense. The more people who can read, the more potential subscribers we can get. Secondly, it is the type of social issue that all of us should care about."

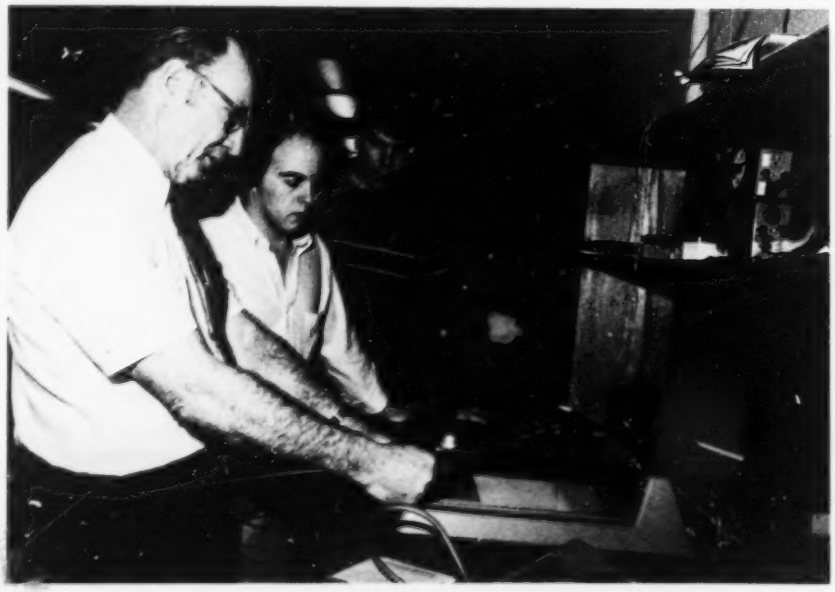
A newspaper-business attack on illiteracy also could help newspapers' public relations, he added. "It might make all of the people who tell the pollsters all of the things they don't like about us end up feeling a little better about journalism and journalists."

Reports on their activities in the field were made by spokesmen for the Coalition for Literacy, Reading is Fundamental, Literacy Volunteers of America, Laubach Literacy, the U.S. Department of Education, the Business Council for Effective Literacy, the International Reading Association, Chicago Tribune Charities, Gannett Foundation and The Columbus (Ohio) Dispatch and Columbus Citizen-Journal.

"I, for one, and some of the other newspaper executives there were really astounded to know just what was going on, and we were encouraged by that," said Frank Quine, director of the American Press Institute, a Reston-based training center for newspaper employees.

Quine said he has alerted API personnel to raise the issue of illiteracy with seminar attendees.

ANPA Foundation sponsored the Reston meeting after two regional symposiums on illiteracy were canceled because of inadequate registration [presstime, Nov. 1984, p. 42]. □



Arthur M. Boudreau (left), ANPA manager/technical training, demonstrates the use of a densitometer to South Dakota State University students Kerry Sly (center) and Scott Munger. They were among 10 South Dakota State students who recently received free training at The Newspaper Center in color-separation techniques. The program was sponsored by ANPA Foundation. The school paid transportation, lodging and other expenses.

Journalism endorsed for high school English curriculum

The drive to get journalism courses a place in the high school English curriculum picked up support in April.

Two organizations passed identical resolutions on the subject: the American Society of Newspaper Editors Board of Directors; and the Committee on News Editorial Education, made up of members of ASNE and the Association for Education in Journalism and Mass Communication.

The resolutions advocate acceptance of "journalism coursework which focuses on the collecting, writing and editing or the interpretation and evaluation of news and information." They also urge that the courses be recognized as "academic" and be taught by trained journalism teachers.

The two groups acted at the request of the Journalism Education Association, a national organization of high school journalism teachers and publications advisors [presstime, April 1985, p. 45].

The ASNE board also reaffirmed its support of the so-called "75-25 rule," a standard for accredited college journalism schools that describes the desired ratio of courses in the arts and sciences (75 percent) to courses in journalism for journalism majors [presstime, Nov. 1984, p. 40]. □

Winners named in annual high school journalism contest

Nine high school journalists and the staff of a high school newspaper have been named first-place winners in the 1985 ANPA Foundation/Quill and Scroll National Writing and Photo Contest. The awards have been given annually since 1963 to recognize excellence in high school journalism.

The winners, selected from 3,470 entries, were:

- **Advertisement:** Robbie Wallace, Clearwater (Fla.) High School
- **Editorial:** Cory Dryden, C. M. Russell High School, Great Falls, Mont.
- **Editorial cartoon:** Jill Anderson, Anderson High School, Austin, Texas
- **Feature story:** Renee Rocheleau, Abraham Lincoln High School, Council Bluffs, Iowa
- **In-depth reporting/individual:** Nate Henne, Duncanville (Texas) High School
- **Sports story:** Kelly Foote, Duncanville (Texas) High School
- **In-depth reporting/team:** HI'S EYE staff, Westfield (N.J.) High School
- **News story:** Kyle John, Truman High School, Independence, Mo.
- **Photo/news-feature:** Nicki Spirtos, Tarpon Springs (Fla.) Senior High School
- **Photo/sports:** Paul Clemons, Kirkwood (Mo.) High School. □

Communications school requires two majors

Graduates of the new School of Communication at the University of Miami in Florida will be required to have two majors—one in communications, the other in arts and sciences.

University officials said it will be one of the few communications schools in the United States requiring a dual major.

The question of the proper ratio of communications to liberal arts courses in a journalism student's coursework long has been a topic of debate among journalism educators and professionals. Recently, it figured in revisions to the standards of the official journalism school accrediting body, the Accrediting Council on Education in Journalism and Mass Communications [presstime, Nov. 1984, p. 40].

The Department of Communication, which will be replaced by the new school in June, is not accredited by ACEJMC.

The school will offer 10 communications majors including journalism. □

A First Amendment curriculum guide

The First Amendment: Free Speech & a Free Press, a curriculum guide for high school teachers, has been published by Thomas Eveslage, associate professor of communications at Temple University.

Eveslage wrote the guide to help high school social studies, journalism and English instructors teach about the First Amendment. His work was supported by a major grant from the Gannett Foundation. Other support came from ANPA Foundation and the Society of Professional Journalists, Sigma Delta Chi.

Single copies of the 76-page guide are $4.50; 10 or more, $4. To order, contact Eveslage at the Temple University School of Communications and Theater, Philadelphia, Pa. 19122; (215) 787-5020. □

Kilpatrick explains a 'writer's art'

"Writing comes in grades of quality in the fashion of beer and baseball games: good, better and best," says syndicated columnist James J. Kilpatrick. And "best" is what Kilpatrick's *The Writer's Art* is all about.

"Before anything else, we must be *writers*," Kilpatrick avers, and the best writers "have something to say." Further, they do so without clogging their work with dangling participles, cliches, misspelled words, euphemisms and redundancies.

The 256-page, hard-cover book is available for $14.95 from Andrews, McMeel & Parker Inc., 4400 Johnson Drive, Fairway, Kan. 66205. □

Essays on a free press

On the occasion of its 75th anniversary, the Society of Professional Journalists, Sigma Delta Chi, presented to DePauw University—where the society was founded—223 journalists' essays bound under the title *What a Free Press Means to America*.

Capital Cities Communications Foundation funded the project. The book is not for sale, but about 1,900 copies have been distributed to journalism schools, libraries and others. Inquiries should be addressed to the executive officer, SPJ,SDX, 840 North Lake Shore Drive, Suite 801, Chicago, Ill. 60611. □

Budget panel votes to curb postal funding

The Senate Budget Committee passed a budget resolution that included no money for types of preferred mail such as in-county newspapers.

The action was in line with President Reagan's proposal to eliminate all so-called "revenue forgone" funding [presstime, April 1985, p. 42].

The committee differed slightly from the administration plan in one respect. In a compromise with the administration—called the Senate/Administration Deficit Reduction Plan—the panel voted to keep paying the "small cost of subsidized mailing for the blind."

However, according to language in the compromise, newspaper and magazine subscribers "should properly bear mailing costs."

The Senate began floor discussion on the plan April 22. It had taken no action by press time. There also was no action in the House.

After the Budget Committee action, ANPA issued a postal alert to members, saying, "If you have a strong position on the matter, it is advisable to make Senate and House contacts at this time."

Experts say elimination of revenue forgone funding would mean postal rate increases of 150 to 300 percent, depending on the level of presort and other discounts. □

Babcock resigns as postal governor

David E. Babcock, a St. Louis management consultant, has resigned as a governor of the U.S. Postal Service. He cited time constraints posed by "personal and professional commitments."

Babcock's resignation, effective April 1, technically creates three vacancies on the Board of Governors.

However, one of those seats continues to be filled by William J. Sullivan of Bangor, Maine, whose term expired last December. Sullivan may hold the position until a replacement is named or up to an additional year.

Members of the 11-member Board of Governors, with the exception of the postmaster general and assistant postmaster general, are appointed by the President and are subject to Senate confirmation. □

Young blacks' readership higher than that of white counterparts

A huge sample of U.S. newspaper readers in the major markets indicates that a piece of conventional wisdom about predictors of newspaper readership is not true.

The study found readership is *not* a function of race. Indeed, on an average day, blacks aged 18-34 are more likely to be newspaper readers than their white counterparts, according to the study.

The most accurate predictors of newspaper readership are first education, then income, researcher Ron Browne told the ANPA Industry Affairs Committee in releasing results of the study April 1. Browne, director of marketing research at The Washington Post Co., was acting for the Newspaper Research Council, the organization of newspaper research specialists.

One implication of the study is that an increasingly better educated population offers a growing pool of potentially regular readers, who now buy a newspaper only occasionally. Getting half of those irregular readers "to read a paper one additional day a week would mean sales of a million more papers a day" in the 51 markets surveyed, Browne noted.

A key question, Browne told presstime later, is what kind of information or mix of information acts as a magnet for certain groups of casual readers and convinces them to read a newspaper on a particular day.

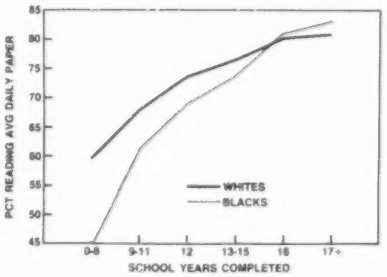
The study consisted of two main parts. One examined demographics of black and white readers. The other looked at how profiles of average daily readers change when casual readers are included in the group.

The study found narrowing and ultimately disappearing gaps between black and white audiences as education and household income increase. The research and analysis challenge "the blanket judgment" that whites are more likely to read newspapers than blacks, according to Browne.

That judgment comes from the disparity between average daily white readership overall, 74 percent, and black readership, 67 percent. These numbers have led to a previous conclusion that "race is a key predictor of readership potential and, therefore, useful in targeting circulation development," Browne said at the committee meeting in Washington, D.C.

In contrast, the study held that race is a predictor of readership "only insofar as it serves as an indicator of economic and educational status."

NEWSPAPER READERSHIP: BY EDUCATION



SOURCE SCARBOROUGH—51 ADIs

Looking at the average readership among blacks and whites on any weekday, the study found:

- Among people from 18 to 34 years old, "blacks are more likely to read on the average day than their white counterparts." At age 35 and older, the average number of white readers is higher, and the gap grows steadily as age increases. The study suggests "the generally lower level of education among older blacks" may be responsible for that pattern.
- As the level of education increases, the margin by which white readers outnumber blacks narrows and eventually disappears. The spread is the greatest for readers with eight years of schooling. "After 16 years—at the bachelor's level and above—black readership is higher than white," according to the study.
- The margin also disappears as household income increases. For households with income of under $10,000, whites outnumber black readers by a spread of 11 percentage points. The racial groups switch places when household income rises to between $35,000 and $50,000 annually. But then when it exceeds $50,000, whites reassume the lead by a narrow margin.

In the section dealing with reader profiles, the study estimated that 72 percent of all adults surveyed read a newspaper on an average day. Over a typical week, the number rises to 91 percent when casual readers are included.

Regular readership ranges from 65 percent for people ages 18-24 to 80 percent for those 55-64. However, when casual readers are factored in, the gap between the age groups narrows considerably.

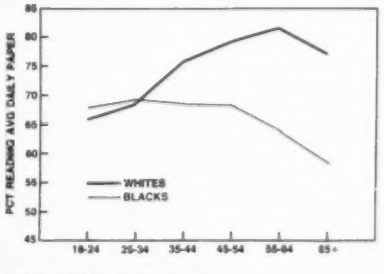
"The inference that young people don't read newspapers is off the mark," the study found. "They do. But they don't do it with the regularity of people over 35."

The study was based on Scarborough Research Corp.'s 1983 National Newspaper Rating Study. The sample consisted of 64,800 telephone interviews of people living in the 50 largest "areas of dominant influence" for media plus Des Moines. The findings are applicable to 67 percent of the U.S. adult population, according to the study.

The genesis of the study was Browne's work showing that the readership gap between blacks and whites in Washington, D.C., disappeared as education and income increased. The Newspaper Research Council sanctioned further analysis.

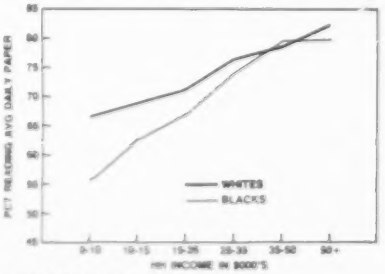
—Barbara J. Friedman

NEWSPAPER READERSHIP: BY AGE



SOURCE SCARBOROUGH—51 ADIs

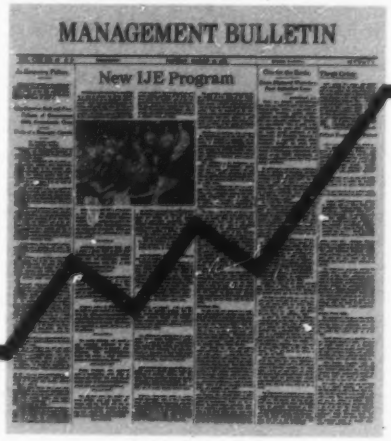
NEWSPAPER READERSHIP: BY HH INCOME



SOURCE SCARBOROUGH—51 ADIs

Announcing IJE's Management Training Center

Applications are now being taken for one of the most ambitious and exciting management training programs in the journalism industry.



A diverse management is vital to today's newspaper. This need has long been recognized, but little has been done to accomplish it. IJE's Management Training Center is the first program created specifically to address this urgent need.

Successful candidates will be drawn from the middle ranks of newsroom management, from circulation management and sales, and from advertising sales and mid-management. Most successful candidates will have had between five and ten years' experience in their respective departments.

This new IJE program, put together by a specially convened blue-ribbon committee,* is making a special effort to ensure a large minority representation. Those employers who have wanted to put a minority person on the management fast track now have a ready resource. IJE is now soliciting inquiries from interested publishers, general managers, department heads and potential applicants at daily newspapers.

Several full fellowships will be offered to smaller newspapers. Others will be assessed a small service fee.

***IJE's Management Task Force.** Co-chairs: John Quinn, chief news executive, Gannett Newspapers; Ellis Cose, president and chief executive officer, Institute for Journalism Education. Members: Mervin Aubespin, President, National Association of Black Journalists; Edward Bassett, Dean, the Medill School of Journalism, Northwestern University; Gerald Garcia, Publisher, Tucson Citizen; Robert Haiman, President & Managing Director, The Poynter Institute for Media Studies; Douglas Harris, Vice President, Knight-Ridder Inc.; James Hoge, Chairman and Publisher, New York Daily News; Donald Jacobs, Dean, Kellogg School of Management; Robert Maynard, Publisher, The Tribune (Oakland, Ca.); Nancy Nielsen, Director, Office of Communications, ABC Broadcast Group; George Parker, Director of Executive Education, Graduate School of Business, Stanford University; Arthur Sulzberger, Publisher, The New York Times; William Stockton, Assistant to the Executive Editor, The New York Times; Donald Wright, President, Los Angeles Times.

A project of the Institute for Journalism Education in cooperation with the J. L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University.

Deadline for Applications:
May 31, 1985

Session Dates:
August 4—October 6, 1985

For further information contact:
Debra Castelan
IJE's Management Training Center
Kellogg School of Management
Leverone Hall, Room 3-080
Northwestern University
Evanston, Illinois 60201
(312) 491-2691

Applications of research described

The direct application of research to decision-making at newspapers provided the theme for the spring conference of the Newspaper Research Council.

"It was very evident during the April 14-16 conference that research is playing a vital role in guiding marketing decisions at more and more newspapers," said NRC President Ronald Kuzoian, research director at The Boston Globe.

In several major areas, researchers focused not only on the conclusions of their studies but also on how they were used:

• Editorial changes. The decision to launch the new Los Angeles Times Magazine next October was preceded by "the most extensive research of its kind ever undertaken" by the newspaper, said John Mount, Times' director of market research. Mount described how various components of the new magazine—including its name, content and targeted audience—were developed in response to research findings.

• Increased advertising. Significant gains in advertising revenue can be traced to the use of syndicated research, reported Joseph E. Maschio, senior vice president, sales development and research at Million Market Newspapers, a representative firm for newspapers in six major markets.

Although "advertisers and their agencies were somewhat skeptical" in the beginning, said Maschio, "we are aware of at least 37 accounts in the past 12 months who have responded favorably" to proposals based on the research, and "we can directly attribute (to the use of this research) over 425,000 additional lines of advertising that have appeared in Million Market newspapers," said Maschio.

John Polich, president of Simmons-Scarborough Syndicated Research Associates, announced that 61 advertising agencies had already subscribed to the 1985 Newspaper Ratings Study, which is scheduled for release in June.

• Community image. As a result of research undertaken by the The Kansas City Star and The Kansas City Times, "it became painfully evident" that the papers needed to improve their image in the community, said Robert Silvy, manager of research and planning. Further research revealed specific ways to "rethink community activities and how these activities should be promoted," he said. □

People who read newspapers are more likely to vote

BY GUIDO H. STEMPEL III

An article in the Spring 1985 Journalism Quarterly has a devastating answer to the recurring question of how those who get political news from newspapers differ from those who get political news from television. The answer simply is that those who get political news from television are much less likely to vote than those who get political news from newspapers.

The article, by Margaret K. Latimer and Patrick R. Cotter of the Department of Political Science at Auburn University, reports on a study of sources of news by a statewide random sample in Alabama.

Latimer and Cotter report that those who said they always vote or nearly always vote were more likely to use newspapers than television as a source of both state and local political news. Those who never vote were more likely to use television as a source. They also found evidence that the majority of those who use television news recognize that it is not an adequate source of political news.

The survey was done just after the runoff primary in Alabama in 1982. It found that of those who read state political news daily in newspapers, 80.6 percent had voted in the runoff, while of those who watched state political news daily on television, only 68 percent had voted in the runoff.

All this is food for thought for political strategists and candidates as well as for newspaper and television news people.

• • •

Michigan has 110 state representatives and 38 state senators in addition to a governor, but you might not guess that from the stories written by statehouse correspondents.

Professor Fredrick Fico of the School of Journalism at Michigan State University studied the coverage of state government by 15 reporters for seven major Michigan newspapers for three months in 1983. He found that the governor was mentioned first in 45 percent of the stories, a state senator was mentioned first in 6 percent and a state representative was mentioned first in 11 percent. Other state officials were mentioned first in 38 percent of the stories.

Second mentions were a little more even. The governor was mentioned second in 16 percent of the stories, a senator in 15 percent and a representative in 19 percent.

More than two-thirds of the lawmakers were not mentioned first or second in any of the 231 articles included in this study. Earlier studies found similar patterns in coverage of the U.S. Congress.

Michigan may not be typical, but the study still raises the question of whether legislative coverage in any state includes the activities of as many of the legislators as it should.

These findings are reported in this spring's Journalism Quarterly.

• • •

In the wake of the Sharon decision and the Westmoreland withdrawal, there has been a lot of discussion of whether libel law is what it ought to be. You've undoubtedly read some of this and reflected on it, but have you ever thought about the fact that a plaintiff can collect damages without ever showing that he or she actually has been harmed?

David L. Anderson, professor of law at the University of Texas, discusses the problem in this spring's Journalism Quarterly. It's called the doctrine of presumed harm. What this means is that once a plaintiff has established that he or she has been defamed, it's assumed that he or she has been harmed. No evidence of harm is required.

It is widely assumed that *Gertz v. Welch* changed this by making the showing of "actual injury" a requirement for the plaintiff, but in reality little has changed. Anderson points out that this is so because actual injury has turned out to mean not only harm to reputation, but also personal humiliation, mental anguish and suffering.

To see the significance of this issue, you need only to consider the Sharon and Westmoreland cases. Did the Time article about Sharon or the CBS program about Westmoreland change your attitude toward either of them?

Anderson considers the presumed harm issue "high on any effective reform agenda" for libel law. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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Test of Pentagon press pool triggers concern about 'leaks'

Press leaders expressed hope that the breach of confidentiality that flawed the late April test of the Pentagon press-pool plan would not scuttle the arrangement worked out over the past year and a half.

At press time, both sides were discussing ways to get the pool plan refined, with some in the press noting that promised ground rules had not been forthcoming from the Pentagon but also acknowledging the press must tighten its security when pools are formed.

Defense Secretary Caspar W. Weinberger softened some of the initial Pentagon reaction to "leaks" that marred the secrecy of the pool by noting in The Wall Street Journal April 23 that "This was just an exercise. It was a test. We should try it again."

A meeting between representatives of the press and the Defense Department to discuss ground rules emerged as a possible next step, but such a session won't be scheduled "until after the dust settles," according to Fred S. Hoffman, deputy assistant secretary of defense for public affairs.

Some of that dust accrued from one so-called "leak" by pool participant Mutual Radio's informing other radio companies of the mission so they could arrange lines to receive a "feed" from the radio pool reporter.

Mutual is one of eight news organizations that was informed at about 6 p.m. April 20 that a secret military mission was imminent. The eight were instructed to send reporters to Andrews Air Force Base outside Washington, D.C., by 4 a.m. April 21.

But more than four hours before the plane left at 5:45 a.m. with the 10-member pool group, the Department of Defense reportedly received inquiries about the pool from news organizations that had not been included.

Responding to questions, the department confirmed the pool had been activated. The pool was not going on a combat mission but instead would be observing weeklong U.S.-Honduran military exercises in Honduras, officials said, and they asked that the information not be disclosed.

News organizations selected by the Pentagon to participate in the exercise, in addition to Mutual, were The New York Times, The Wall Street Journal, Copley News Service, Associated Press, United Press International, Newsweek Magazine and Cable News Network.

The Washington Post broke the story April 22. It quoted a Pentagon spokesman complaining that security had been breached.

The Post reported that its correspondent in Nicaragua learned April 21 that a radio colleague had been told by his home office of the pool's activation.

Ron Nessen, Mutual Radio's vice president for news, confirmed a standing agreement within the radio industry that whenever one company is designated for any pool, other companies will be notified so they can arrange to receive transmissions of pool reports. He said the Pentagon had been informed of the agreement, but no meetings had been held to cover ground rules.

"We fulfilled our pool obligations. The clearest lesson is that the Pentagon doesn't know enough about our business," said Nessen, who was White House press secretary for President Gerald R. Ford.

"We (the Times) kept our word" on secrecy, said Bill Kovach, Washington bureau chief of The New York Times. He suggested that the Pentagon may have leaked information "to see if we would run a story."

The Washington bureau chief for another newspaper in the pool, Albert R. Hunt of The Wall Street Journal, said he learned the secrecy veil had been broken when he read about it in the Post.

Walter R. Mears, Associated Press vice president and executive editor, said the test "pointed out shortcomings on both sides." He said the media "didn't do a very good job of maintaining security, and the Pentagon didn't do a good job of anticipating problems."

"This was just an exercise. It was a test. We should try it again."

The pool arrangement was the outgrowth of discussions between the Pentagon and the media following the exclusion of reporters from the first two and a half days of the October 1983 invasion of Grenada. At the Pentagon's request, ANPA and the American Society of Newspaper Editors compiled a list of 24 newspaper organizations to participate in a pool-eligible group [presstime, Jan. 1985, p. 52].

The day The Washington Post broke the story, ANPA's chairman and president, Richard J. V. Johnson, commented: "It is commendable that the first practice of the Defense Department's contingency press pool is under way. No doubt some procedural changes will evolve from this first test, including advance discussions of general pool procedures and ground rules which apparently did not occur in this test instance."

"But the cooperative efforts of the government and the press to work out ways to make news coverage of military operations possible are important and encouraging—and these efforts should be continued," said Johnson, president of the Houston Chronicle.

ASNE said the editors' group hopes the Defense Department "will not seize upon this problem in the first test to argue for abolition of the pool arrangement."

By failing to consult with news organizations in advance about "realistic" pool procedures and ground rules, "which it had said it was going to do and the media had expected," the Pentagon "virtually guaranteed that glitches would occur in its test," said Jerry W. Friedheim, ANPA executive vice president and general manager.

Friedheim's reference to past Pentagon assurances was to a March 6 letter to ANPA in which Michael I. Burch, assistant secretary of defense for public affairs, said that "within the next few days we expect to start a series of meetings with the various press organizations to lay out how the pool will operate and what the ground rules will be." The meetings never occurred.

But the fact that glitches occurred is "no reason to give up. It's a reason to improve," added Friedheim, a former assistant secretary of defense for public affairs.

—Clark Newsom

Survey results in hand, editors turn to building credibility

That "three-fourths of all adults have some problem with the credibility of the media" appeared to come as no surprise to those attending the recent convention of the American Society of Newspaper Editors in Washington, D.C.

Accepting the conclusions of the major national survey of newspaper credibility commissioned by ASNE and released April 12, editors turned immediately to what could be done to diminish the public's distrust of newspapers.

"What this really does is document something we already knew, but the documentation brings it to our attention," said Robert P. Clark, vice president-news for Harte-Hanks Newspapers, who was elected ASNE president succeeding Richard D. Smyser of The Oak Ridger, Oak Ridge, Tenn.

"Now we need to make sure that enough people hear what the concerns are and how to do something about them," said David Lawrence Jr., chairman of the ASNE Credibility Committee and publisher and chairman of the Detroit Free Press. "Frankly, I prefer to see them as opportunities rather than problems to be miserable about," said Lawrence.

ASNE will follow through with a number of actions to increase newspapers' credibility. According to Clark, these may include a "primer" or handbook on steps editors can take, such as holding community meetings, establishing corrections policies or letters from editors "that help explain to readers why newspapers do what they do." ASNE also plans to hold credibility seminars, collect examples of successful programs conducted by various newspapers, and work with other groups, such as the Associated Press Managing Editors Association, which has commissioned a study of newspaper journalists' perceptions of media credibility.

The ASNE study and the APME study, scheduled for release in the fall, are the work of a Minneapolis-based firm, MORI Research Inc.

A key finding of the ASNE study, "Newspaper Credibility: Building Reader Trust," was the "overriding sentiment" that the press "exploits" or invades the privacy of so-called "ordinary people." Three-quarters of adults believe "reporters are only concerned about getting a good story and don't worry much about hurting people," said the report.

James E. Shelledy of the Idahonian, Moscow, Idaho, asks a question after remarks by Defense Secretary Caspar W. Weinberger.

In general, trust levels for newspapers paralleled those for television when people were asked about specific attitudes of the media. But what many editors found extremely disturbing was the public's preference for television if it "had to choose one source" of news—local and state as well as national and international news—and the widespread public perception that news "seem[s] more reliable" when seen on television than when read in a newspaper, heard over the radio or read in a magazine.

Many of those responding to the survey challenged the media's judgment on what is considered news, questioned the honesty and ethical standards of reporters, and showed some misunderstanding of the distinction between fact and opinion.

Robert P. Clark

David Lawrence Jr.

Distrust was shown to be particularly high among people aged 18 to 24, among blacks and among people at both the highest and lowest ends of the socioeconomic spectrum.

On the other hand, nearly three-fourths of all respondents said the media usually try to correct their mistakes, and more than three-fourths said the press helps keep public officials "honest."

Accessibility key. Editors interviewed after the report was presented appeared to agree on one of its basic messages. As Dennis D. Dible, managing editor of The Columbian in Vancouver, Wash., put it: "Accessibility translates to credibility."

And editors of papers of all sizes discussed a variety of paths they are taking toward becoming more accessible.

Claiming to be from one of the smallest papers at the convention, Joseph F. Ellis, editor of the 7,336-circulation Press Register of Clarksdale, Miss., said, "We don't have the resources to hire a full-time ombudsman, but I'm going to designate somebody on the staff to serve in that capacity as a result of the study."

John R. Finnegan, senior vice president/editor of the St. Paul (Minn.) Pioneer Press and Dispatch, said he would have his research department conduct a local version of the ASNE study "right away . . .

to see how our credibility stands up in view of that report."

Some editors said they would take action to correct what they see as misperceptions of the public about specific newspaper practices.

Calling it "dismaying, disheartening and disillusioning" that "a great percentage of readers don't see any difference between fact and opinion," Angus McEachran, editor of The Pittsburgh Press and a member of ASNE's Credibility Committee, said "We're taking a hard look at when we label something opinion or analysis."

Nearly one-fourth of the respondents said they believe the front page of their newspaper contains more opinion than the rest of the paper. Thirty-eight percent said a byline "entitled" a reporter to "put his or her opinion in the story."

Editors also have a job to do in educating the public on their news judgment, observed Ray Jenkins, editorial page editor of The Evening Sun of Baltimore, referring to one of a series of questions in which 68 percent said "some secret government documents dealing with an important national security issue" obtained by a newspaper "should almost never be reported."

"If I could take those 68 percent and take 20 minutes to explain, I could have reduced it to 20 percent," said Jenkins. "And that's what we need to do," he said, "(tell them) we may be dealing with an attempt to cover up, that has nothing to do with the public interest but a great deal to do with political interests."

While the report received generally high marks from journalism researchers attending the ASNE Convention, several pointed out that this particular study is only the start of what needs to be a continuing look at newspapers' credibility.

"This study doesn't tell how volatile (credibility) is," said Philip Meyer, professor of journalism at the University of North Carolina at Chapel Hill. He believes a series of surveys is needed to show "what kinds of news events make it go up and down."

Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University, said that in addition to looking at individuals' responses to media, studies should be made of the impact of institutions on the press. "The fallacy of the attitude studies, the reason they don't stand alone and mean very much," said Dennis, is that they fail to examine also the way institutions other than the press "massage public attitudes to get certain things."

In addition to supporting several ongoing studies, the Gannett Center will sponsor during the next 12 months two major conferences on subjects related to public trust in and accountability of the media.

Others also pointed out the limitations of assuming that all of the judgments made are applicable to newspapers. "We should recognize that the study tells us about people's perceptions, which are not necessarily realities," cautioned ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. "People once perceived that the earth was flat."

The credibility study consisted of two parts. The first was a series of focus group discussions held in November and December 1984. The second was a national telephone survey of 1,600 adults conducted in December 1984 and January 1985. Of the telephone survey participants, 1,002 also completed a mail questionnaire and gave a second phone interview.

About 600 editors, educators and guests and about 400 spouses registered for the 1985 convention.

In addition to Clark, ASNE officers elected are: Michael G. Gartner, on leave as editorial chairman of the Des Moines Register, vice president; Katherine Fanning, editor of the Christian Science Monitor, secretary; and Edward R. Cony, vice president-news, The Wall Street Journal, treasurer. —*Marcia Ruth*

Highlights of the study on media credibility

The following are excerpts from the ASNE Research Report, "Newspaper Credibility: Building Reader Trust."

The Credibility Problem

Three-fourths of all adults have some problem with the credibility of the media, and they question newspapers just as much as they question television. Results from the national survey indicate that one-fifth of all adults deeply distrust their news media.

The breadth of the credibility problem is demonstrated by the three-fourths who say reporters are only concerned about getting a good story and don't worry much about hurting people.

The depth of the problem is demonstrated by the one-sixth who vented their frustration early in the survey, when they were asked what kinds of things they think of when they hear the terms "the news media" and "the press." These respondents answered that the media are biased, that they sensationalize, that they invade people's privacy or that they emphasize too much bad news.

People's impressions of the media often come from television, but their doubts about credibility apply just as much to newspapers.

The credibility ratings revealed that some demographic groups stand out as having less confidence in the news media than other groups. These include: blacks, people in the highest and lowest education and income groups, people who live in large communities, liberals and conservatives, young people.

Key Aspects of the Credibility Problem

The press and ordinary people. Question: Is the coverage of the average person by the daily newspaper or television news you are most familiar with:

- Too favorable—daily newspaper, 1%, television news, 2%.
- Just about right—daily newspaper, 69%; television news, 69%.
- Not favorable enough—daily newspaper, 30%; television news, 29%.

Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper or television news you are most familiar with?

- Respects people's privacy—daily newspaper, 30%; television news, 24%.
- Neutral—daily newspaper, 38%; television news, 36%.
- Invades people's privacy—daily newspaper, 32%; television news, 40%.

Also,

- Watches out for your interests—daily newspaper, 36%; television news, 31%.
- Neutral—daily newspaper, 43%; television news, 46%.
- Does not watch out for your interests—daily newspaper, 21%; television news, 23%.

Also,

- Cares what the reader/viewer thinks—daily newspaper, 44%; television news, 44%.
- Neutral—daily newspaper, 31%; television news, 32%.
- Does not care what the reader/viewer thinks—daily newspaper, 25%; television news, 24%.

Accuracy and completeness. Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Tells the whole story—daily newspaper, 43%; television news, 40%.
- Neutral—daily newspaper, 36%; television news, 33%.
- Does not tell the whole story—daily newspaper, 21%;

television news, 33%.

Also,

- Accurate—daily newspaper, 49%; television news, 50%.
- Neutral—daily newspaper, 36%; television news, 37%.
- Inaccurate—daily newspaper, 15%; television news, 13%.

Different news agendas. People often feel they and the media are on different wavelengths. This feeling—and the credibility problems that result—are due at least in part to differences in feelings about news judgment, about investigative reporting techniques and about how the news should be presented.

News judgment. Respondents were generally more cautious than the editors and broadcasters who originally decided to go with the story. . . .

Investigative reporting. A majority of survey respondents agreed it is "very important" for the news media to do investigative reporting, but a majority also agreed that investigative reporting is worthwhile "only if something happens to correct the problem." In other words, simply revealing the wrongdoing is not enough to justify investigative reporting.

A majority disapproved of certain tactics sometimes used by investigative reporters, including recording conversations without telling people, having reporters hide or misrepresent their identity, quoting unnamed sources, and paying people money for information.

News presentation. How the news is presented also appears to contribute to the feeling that audiences and the media sometimes have different agendas.

Question: How much do you agree or disagree with the following statements:

- Reporters frequently overdramatize the news. Agree, 68%; neutral, 15%; disagree, 17%.
- The news media try not to emphasize bad news too much. Agree, 22%; neutral, 13%; disagree, 65%.
- The news media put too much emphasis on what is wrong with America and not enough on what is right. Agree, 63%; neutral, 16%; disagree, 21%.

Respect for people in the media. Survey respondents were asked how much confidence they have in the people running 10 different U.S. institutions, including newspapers, television and "the press." Newspapers were ranked sixth, the press eighth, and television ninth. Only organized labor ranked below all three.

Results weren't any better when respondents were asked to rate the honesty and ethical standards of people in 10 different occupations. Newspaper editors and reporters ranked seventh and eighth, behind members of the clergy, doctors, police, TV news anchormen and anchorwomen, public school teachers and TV reporters. Only advertising executives and used-car salesmen ranked lower than newspaper reporters and editors.

Question: Which of the following phrases best represents how you feel about reporters?

- Well trained—newspaper, 48%; TV news, 57%.
- Neutral—newspaper, 35%; TV news, 31%.
- Poorly trained—newspaper, 17%; TV news, 12%.

Respect for the media as institutions. The focus group discussions revealed some distrust for newspapers and other media as institutions in American society. In several instances, participants criticized the media for being self-serving, for kowtowing to advertisers, and for allowing themselves to be manipulated by special interests.

Overall, 6 in 10 agreed that news coverage generally is not influenced by advertisers, compared to 4 in 10 who said advertisers often receive favored treatment.

Question on perceptions of the media as institutions: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Patriotic—daily newspaper, 62%; television news, 55%.
- Neutral—daily newspaper, 25%; television news, 30%.
- Unpatriotic—daily newspaper, 13%; television news, 15%.

Also,

- Concerned about the community's well-being—daily newspaper, 61%; television news, 51%.
- Neutral—daily newspaper, 23%; television news, 34%.
- Not concerned about the community's well-being—daily newspaper, 16%; television news, 15%.

Also,

- Moral—daily newspaper, 53%; television news, 47%.
- Neutral—daily newspaper, 31%; television news, 41%.
- Immoral—daily newspaper, 16%; television news, 12%.

Also,

- Fair—daily newspaper, 52%; television news, 52%.
- Neutral—daily newspaper, 38%; television news, 37%.
- Unfair—daily newspaper, 10%; television news, 11%.

Also,

- Can be trusted—daily newspaper, 51%; television news, 48%.
- Neutral—daily newspaper, 36%; television news, 38%.
- Can't be trusted—daily newspaper, 13%; television news, 14%.

Also,

- Unbiased—daily newspaper, 36%; television news, 39%.
- Neutral—daily newspaper, 41%; television news, 42%.
- Biased—daily newspaper, 23%; television news, 19%.

Separating fact and opinion. Substantial numbers of respondents indicated they believe political coverage in the media is slanted in both content and selection. More than half agreed that "the news media give more coverage to stories that support their point of view than to those that don't." Nearly one-half disagreed with this statement: "If a newspaper endorses a candidate in an editorial, the coverage will still be fair to all candidates."

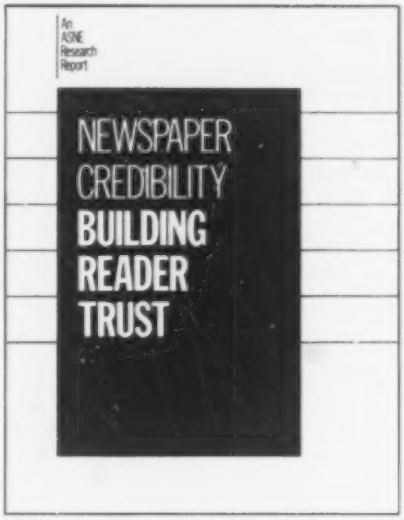
One reason for the widespread belief in political bias in the media may be that people don't understand—or trust—media policies separating fact from opinion.

Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Separates facts from opinion—daily newspaper, 38%; television news, 38%.
- Neutral—daily newspaper, 37%; television news, 37%.
- Mixes together facts and opinion—daily newspaper, 25%; television news, 25%.

Areas of Concern

Daily newspapers generally received high marks for how well they cover specific groups of people, how reliably they report various types of news, and how well they inform readers about



Management handbook

A "Newsroom Management Handbook" has been prepared and published by the American Society of Newspaper Editors.

Printed in loose-leaf form so it can be updated periodically, the 25-section book deals with subjects ranging from the hiring and firing of newsroom personnel to editors' management styles and budgeting.

The publication was produced by ASNE's Human Resources Committee, with sections written by editors from a variety of newspapers. The project was financed by a $12,000 grant from Scripps Howard Newspapers. ASNE Foundation provided money to distribute one copy to each ASNE member.

Additional copies are available for $15 each from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041.

topics of local importance. However, the survey and focus groups pointed out several areas of concern to newspapers:

- People who feel their daily newspaper does not give groups to which they belong enough favorable coverage.
- People who rate newspaper coverage of certain topic areas particularly low.
- People who perceive television news to be more reliable and the medium of choice for local news coverage.

Local news coverage. About half (of respondents) chose newspapers when asked which one of their local news media they would trust the most to help them understand "a situation in your local area that is hard to understand or is controversial." Just under 4 in 10 chose television.

About half of the respondents chose television as the medium they would turn to if they "had to choose one source for local news." Only one-third chose newspapers.

In another worrisome finding, almost 6 in 10 chose television as the single most reliable source for "local and state news."

When respondents were asked which one of the news media they would trust to help them understand national news, 57 percent chose television, compared to 29 percent for newspapers.

People chose television as the most reliable medium for national and international news, and as the one source they would choose for national and international news and, to a lesser extent, for local and state news.

Although most (focus group) participants agreed that newspapers contain more total news content than television does, several argued that television is, nevertheless, a more complete news source. That's because TV can telescope the news by showing as well as telling and because some participants felt newspapers use their extra space to interject bias rather than provide more complete coverage.

Why Credibility Matters

Diminished press credibility may be a threat both to the special role of the press in American society and to newspaper readership. Credibility ratings were found in the study to be related to people's opinions about press rights and privileges. In addition, feelings about the credibility of newspapers were related to frequency of newspaper reading, and perceived credibility was viewed as one of the most important reasons to read a newspaper.

Newspapers and Credibility

The study looked at how different newspaper policies and different kinds of newspapers are connected to the public's perception of media credibility. In general, the results showed:

- Newspaper policies that increase reader accessibility appear also to lead people to rate the newspapers as more credible.
- Newspaper credibility ratings don't vary much according to the size, ownership or competitive environment of the papers people read.

Some Approaches to Heightened Credibility

Be fair, unbiased, accurate, complete, factual, professional, aggressive and compassionate.

Be perceived as accessible by promoting and demonstrating openness.

Treat people in the news with empathy, and that does not mean any less aggressive pursuit of the news.

Demonstrate that newspapers are a watchdog for the people, not a remote and, to some, frightening institution.

Concentrate on four groups with unusually high distrust of the media: "sophisticated skeptics," "the less well informed and suspicious," minorities and young people.

Be more thoughtful about coverage of all sorts of people, particularly women, young people, senior citizens, people on welfare, minorities, political and religious conservatives. Pay more attention to coverage of international conflicts, the abortion issue, criminal trials, human tragedies, and national security issues. Be sensitive to public doubts about some investigative reporting practices and the use of unnamed sources.

Cover local news thoroughly and well so people continue to rely on newspapers for the news that's closest to home. Establish strong local-orientation programs for new staff members.

Let people know that press rights are, in fact, the people's rights.

Make sure policies about fact and opinion are consistent and easily understood. Display coverage of controversial issues so readers are aware that different sides of those issues are being covered. Explain how "analysis" and "interpretation" stories can help people cope with an increasingly complex society. Explain the role of newspaper columnists. Educate people about endorsements of political candidates. □

ASNE Convention speeches available

Single copies of the following speeches from the ASNE Convention are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

Four Things: Minorities, "Sourcerers," Editors and Gentle Truths
Outgoing ASNE President Richard D. Smyser, editor, The Oak Ridger, Oak Ridge, Tenn.

Publishers and Editors: Working Together to Regain Reader Respect and Trust
Richard G. Capen Jr., chairman and publisher, The Miami Herald

Survey Results Uncover Areas of Concerns for Newspapers
Virginia D. Fielder, director of news and circulation research, Knight-Ridder Newspapers Inc., Miami

Some Approaches to Heightening Reader Trust
David Lawrence Jr., publisher, Detroit Free Press

The Business of Newspaper Advertising
Craig Standen, president, Newspaper Advertising Bureau, New York City

Credibility and the Press
Kristin McGrath, president, MORI Research, Minneapolis

The Government and the Press: Problem Solving Through Recognition of Common Interest
New York Gov. Mario M. Cuomo

Implications of the Westmoreland Lawsuit
Mike Wallace, correspondent, CBS News' "60 Minutes"

Clearing Up Misconceptions About Strategic Defense
Secretary of Defense Caspar W. Weinberger

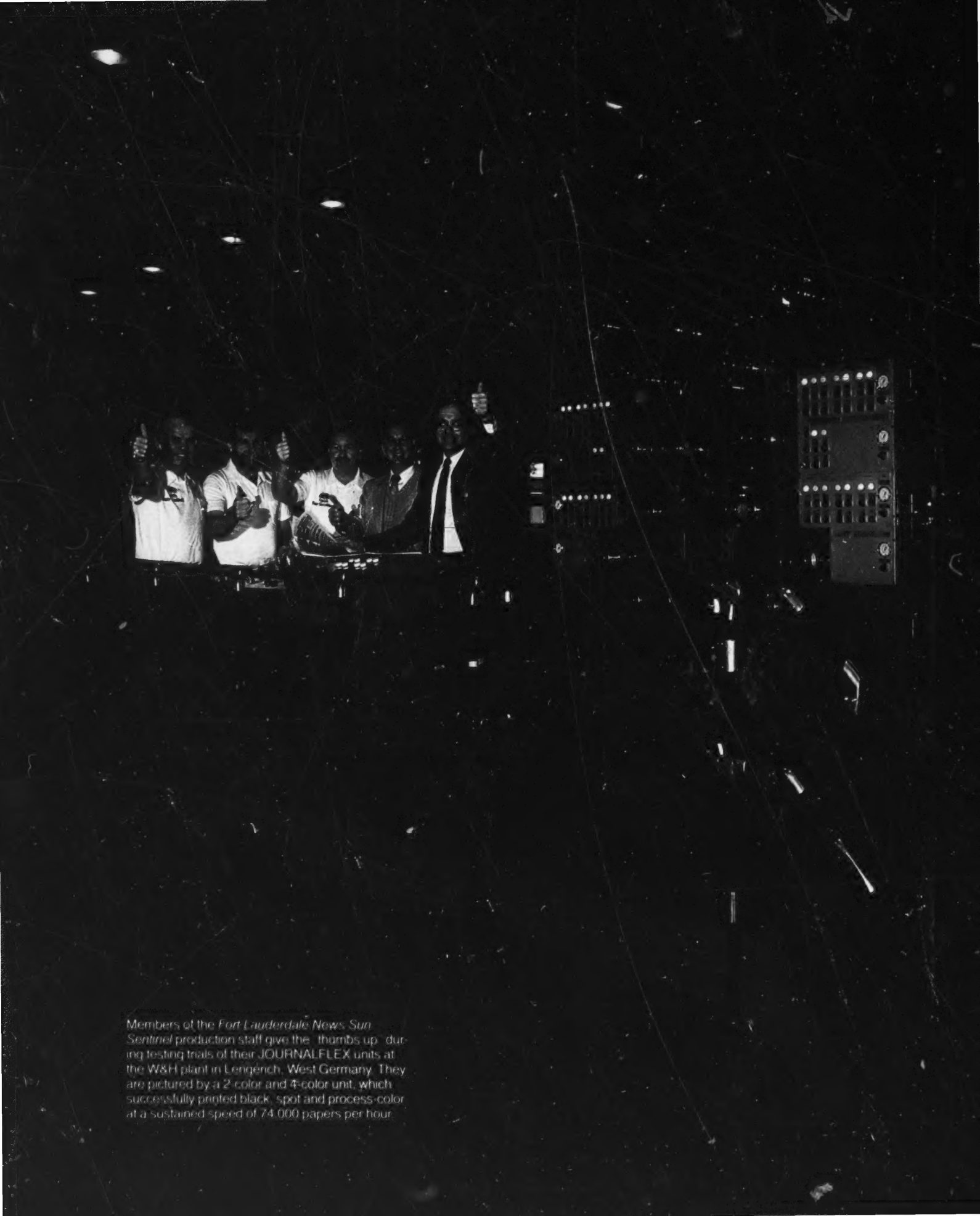
The Negotiation on Defense and Space Arms
Paul N. Nitze, special advisor to the President and secretary of state for arms control

Problems Journalists Encounter in Coverage Abroad
Louis D. Boccardi, president and general manager, Associated Press, New York City

U.S./Soviet Relations and Arms Control
Marshall D. Shulman, professor of international relations, Columbia University, New York City

Press Coverage of Recent Developments in Health Care
Arthur Caplan, associate director, The Hastings Center, Hastings-on-Hudson, N.Y.

The Physician and the Media
William C. Devries, surgeon, Humana Heart Institute International, Louisville



Members of the *Fort Lauderdale News/Sun Sentinel* production staff give the "thumbs up" during testing trials of their JOURNALFLEX units at the W&H plant in Lengerich, West Germany. They are pictured by a 2-color and 4-color unit, which successfully printed black, spot and process-color at a sustained speed of 74 000 papers per hour.

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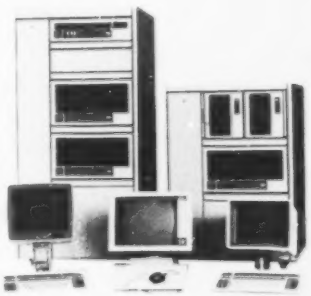


Atex front-end systems

Switch & Mux portable terminal

Exactly one month after the 99th Annual ANPA Convention adjourns in Miami Beach, the 57th Annual ANPA Operations Management Conference & Exposition will open in another southern setting, New Orleans. Planners say the June 8-12 affair is shaping up to be an event well worth attending, for a number of reasons.

With regard to the Exposition part of the program, the equipment display is expected to fill approximately 265,000 net square feet of exhibit space. That would shatter the record of about 230,000 square feet established at last year's ANPA trade show in Atlanta [presstime, July 1984, p. 23].

Because of its size, the equipment exhibition will be housed for the first time in two different buildings: the Rivergate Exhibition Center and the New Orleans Convention Center, which are four blocks apart. In all, about 215 vendors are expected to have booths a the show.

Conference Director Peter P. Romano, ANPA's director/technical services, has projected registration of about 12,000 people for the event, which would be about 1,000 more than attended last year's.

It will be the first major ANPA meeting in New Orleans since the Convention was held there a decade ago. The last time the city was host to the trade show was 1973, when it was known as the Production Management Conference.

Romano noted that many hotels, facilities and shops were built or refurbished prior to the 1984 New Orleans World's Fair.

The theme of the Conference & Exposition will be "Countdown '90s—Demand$-Decision$-Direction$." It will punctuate the Conference sessions, which will take place at the New Orleans Hilton Riverside and Towers hotel, situated adjacent to the Rivergate Exhibition Center.

Joseph M. Ungaro, president and general manager of Westchester Rockland [N.Y.] Newspapers Inc. and chairman of the OMC&E Arrangements Committee, said the sessions will focus on a variety of topics including the marketing needs of newspapers, press decisions the industry faces from the perspective of both newspapers and vendors, and the future electronic needs of newspapers [presstime, Feb. 1985, p. 42]. A program update will appear in the June issue of presstime.

While many vendors are still putting the finishing touches on their displays for this year, they have reported that new-product introductions and/or demonstrations for the ANPA show will include the following:

Business systems

Business systems are moving newspapers to new frontiers of marketing and promotion. As reported in the cover story of this issue of presstime [p. 28], the new generation of systems are getting more complex and integrated in their functions. Many of the product introductions and systems upgrades reflect these trends.

• *Collier-Jackson Inc.* will add CJ/LAYOUT, which is its version of Layout-80*; CJ/NEWSPRINT, an inventory control system; and CJ/AD TRACKING, a subsystem that controls display advertising production.

• *Concept Publishing Systems* will introduce a PC-based classified advertising system for single or multiple publications.

• *CText Inc.* will unveil a classified advertising package that runs on its PC network.

• *Data Sciences Inc.*, among enhancements to its financial packages, will introduce its new Display Advertising Receivables System and Total Market Coverage System, which will be integrated within its circulation system.

• *Electronic Publishing Services*, a first-time exhibitor and a division of The Hearst Corp., will show a prototype financial planning and budgeting program that runs on IBM and IBM-compatible personal computers.

• *LAN Systems Inc.* will demonstrate a total-market-coverage package that allows newspapers with multiple publications, or more than one firm using the same computers, to track their TMC products.

• *Stauffer Media Systems Inc.* will exhibit its Custom Report Writer, a business report-generating program that is integrated with the firm's circulation, advertising and financial packages.

• *Whalen Computer* will introduce an integrated local area network of IBM PCs running a variety of advertising, circulation and financial programs.

• *Xitron Inc.* will demonstrate Turbo X, a PC-based business system for classified, circu-

lation and editorial, and the XM-16, an interface between a front-end system and typesetters.

Front-end systems

If the displays planned for New Orleans are an indication, the trend with front ends toward personal-computer-based systems or systems incorporating PCs has not abated. The Exposition also is expected to show that pagination systems are continuing on the road toward greater sophistication and integration.

• *Allied Linotype*, formerly Mergenthaler Linotype Co., will be demonstrating its new Series 200, which is a system of PC workstations, text composition software, typesetters and a pagination program. Relatedly, the firm will show its Series 100, a system which uses Macintosh computers in a network for text and graphics manipulation. Images will be created with typesetters and laser printers.

• *Atex Inc.* will be demonstrating its complete line of editorial and classified front ends, including features such as classified pagination, electronic ad dummying, its advertising system and a new graphics terminal.

• *Concept Publishing* will also demonstrate an enhanced version of its PC-based editorial system.

• *Composition System Inc.* will introduce its integrated pagination system running on the Series 2000/VAX network, which will include a graphics editorial layout terminal and PC-based "intelligent" workstations.

• *CText* will show wire-service capabilities on its PC-based editorial system.

• *Cybergraphics Systems Inc.* will add its new CGS 300 interactive pagination and display make-up terminal to its pagination demonstration.

• *Dewar Information Systems Corp.* will introduce its new full-color Discovery display advertising terminal.

• *Information International Inc.* will be having a more interactive demonstration of its pagination system using the 4500 ad make-up station and InfoScan 3700 laser scanner.

• *Harris Corp.* will demonstrate its 8300 copy-processing system, the latest development in its pagination program.

• *Liber Systems Inc.* will add the Image-500 electronic darkroom and the Page-700 layout and page make-up terminal to its interactive demonstration of pagination.

• *Monotype Inc.* will introduce a graphics display terminal for on-screen cropping and tonal adjustment of digitized graphics.

• *Mycro-Tek* will be demonstrating new storage devices and Stauffer Media Systems software for its editorial system.

• *Scitex America Corp.* will demonstrate its new Raystar flatbed imaging device and Satlight transportable scanner, along with its upgraded electronic prepress systems.

• *Switch & Mux Inc.* will show its portable editorial package featuring the new TRS-80 Model 200 personal computer, and its telecommunications software for the Apple IIe PC.

• *System Integrators Inc.* will demonstrate its concept for complete newspaper pagination and the System/25, a new front end for small- to medium-size newspapers.

• *Teleram Communications Corp.* will be demonstrating Star Link, a PC system for remote bureaus that is based on AT&T's Unix computer-operating system.

• *Terminal Systems Corp.* will be introducing two editorial systems for remote bureaus and another for capturing wire stories.

• *Xenotron Inc.* will have an interactive demonstration of its editorial and pagination systems which will include a VAX mainframe, an ECRM Autokon scanner and a Monotype Lasercomp imagesetter.

• *Xeta Inc.* will demonstrate an IBM PC with an ergonomically designed keyboard, an Atex-compatible "dumb" terminal and Computerease communications software.

Prepress

The prepress area, both electronic and chemical, continues to reflect newspapers' concerns for quality color reproduction. On the electronic side, several vendors will be introducing graphic systems of one kind or another. On the chemical side, a number of vendors will be introducing new, durable plates and neutral fountain solutions.

• *Allied Linotype* will show its Linotype Graphics System, which incorporates Imagitex's scanner for manipulating halftones and line art.

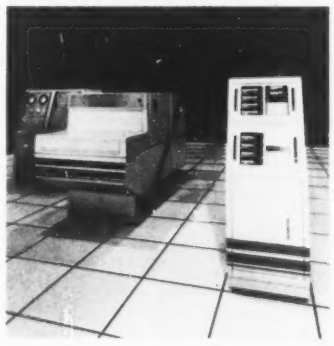
• *Alphatype Corp.* will introduce its new CRS 9900 digital phototypesetter.

• *American Hoechst Corp.* will introduce a new long-run, presensitized offset plate.

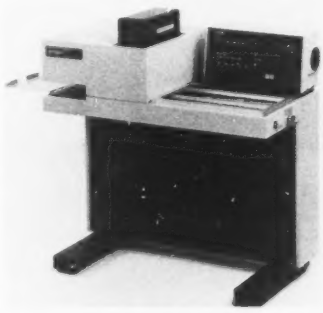
• *Camex Inc.* will be showing its new Breeze 2352 terminal which features the ability to scan continuous-tone pictures and line art, combine graphics with type, and set display advertising and editorial graphics on the company's SuperSetter machine.

• *Chemco Photoproducts Co.* will demonstrate its new computer-aided preparation- and plate-management systems.

Camex Breeze terminal

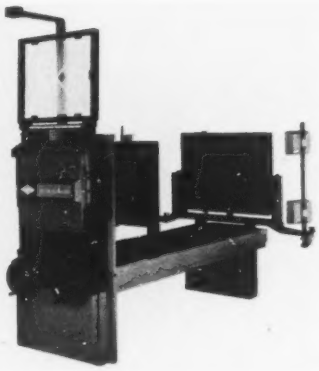


Chemco News-Scan 1000 System

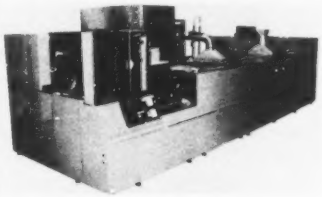


ECRM Autokon 1000

Interleaf image scanner

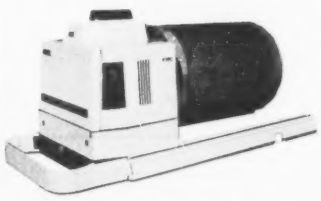


nuArc horizontal camera



Hercules SRY-II platemaker

Berlee vacuum roll handler



FMC automatic guided vehicle

• *Chesley F. Carlson Co.* will introduce its new ScanCal system, an off-line device that evaluates copy for electronic color separations, and SharpScan, a digital densitometer for evaluating black-and-white halftones.

• *Duarte Engineering* will introduce a complete pin-register system to control color registration from camera to press.

• *ECRM* will demonstrate two new products: the Autokon 720 laser graphics system and the Autokon 1000 laser scanner.

• *Fluorographic Services Inc.* will be showing a new transparent film for color overlays, especially for weather maps and comics.

• *Graphic Arts Technical & Consulting Services* will introduce its ADAM AT fountain solution powder, which the firm says "displays the best features of acid and neutral fountain solutions with none of their drawbacks."

• *GTI Graphic Technology Inc.* will show its Graphiclite portable unit for viewing color transparencies and positives.

• *Hercules Inc.* will demonstrate its Newsflexo platemaking system and its plate lock-up systems.

• *Interleaf Inc.* will demonstrate an upgrade to its graphic scanner that allows an operator to manipulate continuous-tone pictures as well as line art.

• *Master Etching Machine Co.* will introduce an automated 26-inch offset plate processor and 36-inch diazo plate coater.

• *NAPP Systems (USA) Inc.* will demonstrate NAPPflex, a solid, water-processable newspaper flexographic plate, and the C-series family of high-volume letterpress plate-processing units.

• *New England Newspaper Supply Co.* will show its new neutral fountain solution and offset blanket that requires no packing.

• *Newspaper Markets Division of 3M* will introduce its Endura newspaper plate designed for metropolitan newspapers.

• *nuArc Co. Inc.* will introduce a "room light" film contacting and duplicating system, and it will show a new, computerized horizontal camera.

• *Pitman Co.* will show its line of film processors developed through marketing agreements with Du Pont, D.S. America and Kodak, along with new phototypesetting papers and films.

• *Printers' Service* will show its new nonphosphate fountain solution.

• *Royal Zenith Corp.* will demonstrate its new 200s modular color-scanner system and previewer, and its Autocut mask-cutting system for color reproduction.

• *Titus Communications Corp.* will demonstrate its plain-paper laser typsetter.

• *Warner MDS Color Corp.* will show a new dry-silver masking film the firm claims is "the only film on the market that does not use any chemicals and develops in 10 seconds."

Pressroom

The pressroom continues to become more automated and computerized, and the show will reflect it. Also, there will be more demonstrations of equipment for commercial printing, reflecting another trend.

• *Baldwin-Gegenheimer* will show ultrasonic and PC-based web-break detectors and an automated fountain-solution circulating system.

• *Berlee Vacuum Systems* will show an electric/vacuum roll-handling device for forklifts.

• *Ebway Industries Inc.* will introduce a new web guide and automatic web splicer.

• *Flex-O-Line Inc.* will have a static display of a four-unit Goss Universal letterpress press (with two color humps) that was converted to flexography.

• *Flint Ink Corp.* will be providing information on inks that reduce "rub-off."

• *FMC Corp.* will demonstrate its Automatic Guided Vehicle for roll handling.

• *Graphic Systems Division (Goss)* will demonstrate a two-unit Goss Headliner offset press with a color halfdeck.

• *Inland Newspaper Machinery Corp.* will show a variety of reconditioned pressroom equipment.

• *Koppers Co. Inc.* will have a static display of a Wood Hoe letterpress press converted to flexography.

• *Lincoln Division of McNeil Corp.* will be demonstrating its centralized lubrication system for high-speed presses and mailroom equipment.

• *M.A.N.-Roland USA Inc.* will have a videotape presentation of the firm's flexographic installation at The Miami Herald.

• *Martin Automatic Inc.* will display its new automatic splicer.

• *M.E.G. (US) Inc.* will introduce S.D.C.L., a system that removes solvents from a printed web in commercial printing operations.

• *Offset Technology* will introduce a line of color decks and other pressroom equipment.

• *Pathfinder Graphic Associates Inc.* will show non-asbestos break-tension blocks, ad-

vanced press parts and reconditioned presses.

• *Perretta Graphic Corp.* will introduce a new P2000 microcomputer-based console for offset presses.

• *Publishers Equipment Corp.* will have display of a Three-Color Eagle offset press unit and will run a News King offset press.

• *Ryco Graphic Manufacturing Inc.* will show a backup dampening system for offset presses, as will another company with a similar name, *Rycoline Products Inc.*

• *Semler Industries Inc.* will show an improved waste-ink recovery system and automated guard washer.

• *Solna Inc.* will show a new fountain-solution circulation system and new plate lock-up mechanisms.

• *Tech-Energy Co.* will show its supply of new and reconditioned parts for a variety of offset presses.

• *TF&E Pressroom Devices Inc.* will show its pneumatic controls for King offset presses.

• *Windmoeller & Hoelscher/Koenig & Bauer* will have newspaper samples from and a presentation on the Fort Lauderdale (Fla.) News & Sun Sentinel flexographic project.

Distribution

Mailroom vendors continue to incorporate technologies such as ink-jet printing and personal computers into their distribution and packaging equipment, and many of those advances will be demonstrated. Also, innovations that were introduced into the European newspaper markets first will be brought to North America.

• *Alvey Inc.* will have a presentation on its palletizing system in use at the Houston Chronicle.

• *Baldwin-Gegenheimer* will introduce a compensating "overstacker" for preprints and flyers printed by the heat-set offset process.

• *Diconix Inc.*, a first-time exhibitor, will demonstrate its Admark II portable ink-jet printer designed for addressing and personalizing a variety of documents.

• *Dynaric Inc.* will be showing its NP-1 high-speed strapping machine for inserts.

• *Ferag Inc.* will have an integrated demonstration of its Rotadisc product-storage wheels with its single-grip conveyor.

• *Goss* will demonstrate its vertical tray-distribution system and belt-stream conveyor.

• *Hall Systems Inc.* will have a demonstration of distribution equipment, including its Monitor HT counter stacker and TruTrac modular belt-stream conveyor in which copies of the newspaper are overlapped.

• *Harris Graphics Corp.* will demonstrate its new Harris NP-160 integrated stacking and tying sytem.

• *Ideal Equipment Inc.* will show its automatic newspaper bundle-wrapping equipment that uses polyethylene wrappers.

• *Kansa Corp.* will be introducing its 480 Newspaper Inserter and modular labeler and quarterfolder.

• *Nolan Products Inc.* will show its bottom-wrap machine and lapped-stream conveyor sections.

• *Ovalstrapping Inc.* will include in its demonstration the JP-80 automatic cross-tie strapping machines and the JP-40, its new strapping machine.

• *Portec Inc.* will introduce its safe-glide spiral chute system for delivering newspapers and other products.

• *Power Strap Inc.* will introduce the PSN-4 tandem tying, high-speed strapping machine.

• *Stepper Associates Inc.* will introduce its model 1630 collator and 1610 LC address labeler/counter stacker.

Miscellaneous

Increasingly, office automation vendors and firms that market non-technical products are displaying their wares at the ANPA show. For instance:

• *Applied Learning Corp.* will introduce a self-paced training course for the CRTronic typesetting system and ergonomic furniture.

• *King Features Syndicate*, a first-time exhibitor, will show editorial packages it is offering as advertising marketing vehicles for newspapers.

• *LEA Dynatech Inc.*, another first-time exhibitor, will show power surge and transient protectors, noise filters and voltage regulators for front ends and other devices.

• *Reuters Ltd.*, also a first-time exhibitor, will be giving presentations on a variety of its financial news-service products and demonstrating its Color Graphics Service.

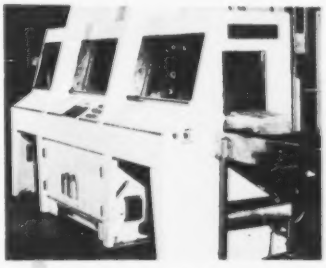
• *VU/TEXT Information Services Inc.* will demonstrate its expanded computerized library system for newspapers.

• *The Washington Times*, a first-time exhibitor, will be marketing its T-1, C-band satellite network linking flatbed scanning equipment located in New York, Washington, Chicago, Los Angeles and San Francisco.

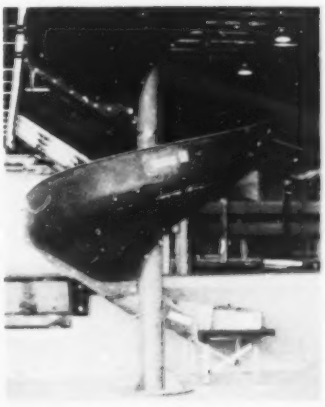
A complete list of exhibitors and their booth numbers will appear in the June issue of **pressTIME**.

—Paul Kruglinski

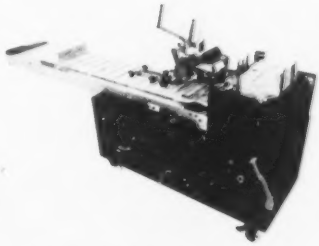
Hall Commander count verifier



Harris stacking and tying system



Portec spiral chute



Stepper Model 1610 LC Address Labeler

Despite drop in the number of reporting newspapers, capital-expenditure projections rise

ANPA's annual capital expenditures survey revealed for the second consecutive year that newspapers plan to spend nearly $1 billion on plant expansion and modernization and on new equipment. However, there is evidence the estimates are low and that actual outlays this year will exceed $1 billion.

The 387 North American newspaper plants responding to the survey said they plan to spend $971.4 million in 1985. That figure is only $11.8 million higher than the amount that had been projected for 1984 spending a year ago [presstime, May 1984, p. 63], but 73 fewer newspaper plants participated in the current survey. Eighteen of the respondents were from Canada, a drop of four from last year.

In all, the 1,080 plants printing ANPA-member newspapers were invited to participate in the latest survey.

Those that responded said their outlays on equipment and construction in 1984 were $677.7 million, or $111.3 million more than what was spent in 1983 by the 460 respondents to last year's survey.

"We're aware that many newspapers planning to make large capital outlays for equipment and buildings are not included in this survey," noted William D. Rinehart, ANPA vice president/technical. "I believe the actual outlays will be far in excess of $1 billion."

Over the previous six years, the number of survey respondents had held relatively steady, ranging from 424 to 495 plants [presstime, Feb. 1985, p. 22].

The format for the ANPA survey changed slightly this year. Outlays for telecommunications purposes have been separated from the general equipment-purchases category. And under the new-equipment heading, newsracks and commercial or job-printing equipment have been taken out of the "other" category and given separate listings. Notable among the survey's revelations:

- Actual outlays for telecommmunications equipment dropped from $28 million in 1983 to $12 million in 1984. Estimated expenditures for 1985 are projected at $10 million.
- In 1984, newspapers spent $145 million on plant expansion and modernization, or $15 million more than they did the year before. Moreover, they plan to spend more than twice that amount—$338 million—this year.
- Spending in the mailroom reached $70 million last year, $13.7 million more than the 1984 estimates and $22.1 million more than last year's respondents spent in 1983. This year projected outlays are expected to rise to $108.9 million.
- Actual outlays for Canadian newspapers were $13.4 million in 1984, down from $19.5 million in 1983. Estimated capital expenditures dropped from $57.4 million to $22.1 million. □

Chart 1—1985 Estimates

Newspaper Plants Participating[1]	U.S. 369	Canada 18	Totals 387
Plant Expansion and Modernization			
New building	$196,389,744	$ 300,000	$196,689,744
Addition to existing building	72,149,296	115,000	72,264,296
Modernization of existing building	66,858,872	2,711,024	69,569,896
Subtotal	$335,397,912	$ 3,126,024	$338,523,936
Telecommunications			
Cable TV			
Own	$ 250,000		$ 250,000
Lease	101,400		101,400
Satellite dish	3,460,200	58,000	3,518,200
Teletext (one-way broadcast)	165,000	125,000	290,000
Videotex (two-way interactive)	4,844,954		4,844,954
Other	1,113,236		1,113,236
Subtotal	$ 9,934,790	$ 183,000	$ 10,117,790
New Equipment			
Computers—front-end systems (editorial, classified)	$102,833,424	$ 1,288,744	$104,122,168
Computers—business (accounting, circulation)	44,681,272	1,860,750	46,542,022
Composing room	30,132,990	5,712,600	35,845,590
Camera/platemaking	14,225,657	551,300	14,776,957
Pressroom	189,066,464	1,605,400	190,671,864
Mailroom	105,263,128	3,701,418	108,964,546
Energy management systems	3,230,551	250,000	3,480,551
New telephone systems	18,287,856	827,000	19,114,856
Transportation-automobiles and trucks	27,461,856	557,000	28,018,856
New furniture and fixtures (all departments)	39,775,772	906,000	40,681,772
Commercial or job printing equipment	5,223,572	106,000	5,329,572
Newsracks	2,329,095	500,000	2,829,095
Other	21,509,670	951,000	22,460,670
Subtotal	$604,021,307	$18,817,212	$622,838,519
Estimated Total Outlays	$949,354,009	$22,126,236	$971,480,245

[1]Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1984 Expenditures

Newspaper Plants Participating	U.S. 369	Canada 18	Totals 387
Plant Expansion and Modernization			
New building	$ 66,988,860	$ 0	$ 66,988,860
Addition to existing building	33,484,240	16,920	33,501,160
Modernization of existing building	44,190,444	1,018,391	45,208,835
Subtotal	$144,663,544	$ 1,035,311	$145,698,855
Telecommunications			
Cable TV			
Own	$ 1,854,962		$ 1,854,962
Lease	105,628		105,628
Satellite dish	1,725,391	793,862	2,519,253
Teletext (one-way broadcast)	127,641	125,000	252,641
Videotex (two-way interactive)	3,398,264		3,398,264
Other	4,129,592		4,129,592
Subtotal	$ 11,341,478	$ 918,862	$ 12,260,340
New Equipment			
Computers—front-end systems (editorial, classified)	$ 73,119,896	$ 1,448,602	$ 74,568,498
Computers—business (accounting, circulation)	36,228,936	3,681,340	39,910,276
Composing room	17,624,278	1,280,245	18,904,523
Camera/platemaking	16,575,803	149,744	16,725,547
Pressroom	209,336,224	379,604	209,715,828
Mailroom	68,961,280	1,131,920	70,093,200
Energy management systems	1,588,405	33,219	1,621,624
New telephone systems	8,542,292	143,090	8,685,382
Transportation-automobiles and trucks	33,302,820	784,503	34,087,323
New furniture and fixtures (all departments)	26,871,426	415,744	27,287,170
Commercial or job printing equipment	4,249,311	22,458	4,271,769
Newsracks	2,473,816	1,998,595	4,472,411
Other	9,408,783	56,324	9,465,107
Subtotal	$508,283,270	$11,525,388	$519,808,658
Total Outlays	$664,288,292	$13,479,561	$677,767,853

TAS staff making more 'house' calls

The economic boom in the newspaper business has affected ANPA in the form of more activity in the Association's Technical Advisory Service.

The Technical Services Department, which offers technical consulting to member newspapers, has conducted 11 TAS assignments since Jan. 1, "and that's way ahead of last year," said Peter P. Romano, director/technical services.

"The economy's been good," he said. "The result has been a resurgence in plant construction and modernization." (See story, facing page.)

Most of the consulting has been done with small-to-medium circulation papers that are planning to build new facilities and seeking to expand and upgrade their pressrooms and mailrooms, he said. And most of the consultations focused on recommending the types of equipment needed, critiquing plant designs and determining optimum workflow.

Romano also reported that TAS activity regarding quality control also has increased. "We've set up quality-assurance programs at a number of newspapers," he said. In other cases, the Association's consultants have been called in to "establish a system based on documentation" or to "get the newspapers back to the basics" of quality control, Romano said.

Newspapers seem to be equally concerned with both black-and-white and quality color reproduction, he reported.

The fee structure for the Technical Advisory Service was recently restructured [presstime, April 1985, p. 59]. □

ANPA's John Ford (left) and Frank Stanczak examine plant layout.

TECHNOLOGY CALENDAR

- The **Technical Association of the Graphic Arts** will hold its 37th annual conference May 5-8 at the Radisson-St. Paul Hotel, St. Paul, Minn.
- The **Gutenburg Festival** international graphic arts show will be May 9-12 at the convention center in Long Beach, Calif.
- Typeworld magazine's **PC's & Type**, the first annual conference/exhibit on personal computers in typesetting and publishing, will be May 16-18 at the New York Penta Hotel.
- The **Digital Equipment Computer Users Society** will meet May 27-31 at the New Orleans Hilton Riverside and Towers hotel.
- The **Unitex (formerly Itek) Users Group** will meet June 5-7 at the Royal Sonesta Hotel in New Orleans.
- A **Lasers in Graphics** seminar will be June 5-7 at the New Orleans Sheraton.
- The **International Newspaper Conversions Group** will meet June 8 at the New Orleans Hilton Riverside and Towers hotel.
- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.
- The **Hell Color Scanner Users Group's** organizational meeting will be 10 a.m., June 9, at the Rivergate Exhibition Center in New Orleans.
- The second annual **Conference on Computer Generated Graphics** will be July 16-18 at the Hotel Meridien, Boston.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton in Washington, D.C.
- **Gutenberg International,** a graphics arts show, will be Oct. 17-20 at the Convention Center, Washington, D.C.

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TECHNOLOGY NOTES

• The Daily Press and Observer-Dispatch of Utica, N.Y. **terminated development of computer-to-plate pagination**.

The newspapers will set full pages, including graphics, with Monotype imagesetters on acetate (negative) film.

According to the papers' management, the decision to end the experiment resulted from a vendors' dispute over financial liability for the project. Disagreeing were American Hoechst Corp. of Somerville, N.J., which installed the EOCOM laser platemakers, and Gerber Scientific Inc. of South Windsor, Conn., which purchased EOCOM last year (presstime, August 1984, p. 57).

• **Computek Inc.**, a Burlington, Mass.-based manufacturer of front-end systems for smaller newspapers, has **ceased operating**.

The firm had filed for protection from creditors under Chapter 11 (presstime, March 1985, p. 56), but in March the company filed for liquidation under Chapter 7.

The docket number for the petition, filed in U.S. Bankruptcy Court in Boston, is #85-22L.

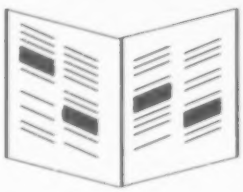
• **Unitex Inc.**, formerly the Itek Large Systems Operations, **has been taken over** by Indian Head National Bank in Nashua, N.H. The bank had financed the purchase of Itek LSO and the formation of Unitex in 1984 (presstime, Sept. 1984, p. 61).

Reports have indicated that several firms are seeking to acquire Unitex's assets. The Nashua-based company makes front-end systems for medium-sized newspapers.

• The Associated Press is manufacturing its own **laserphoto receiver**, which it calls the Dataphoto 841.

AP began shipments of the first units last month, which will be used initially at the wire service's foreign bureaus and later at member newspapers. The device is not intended to replace existing AP photo receivers, according to Richard Atkins, director of communications.

XENOTRON



● Ads
● Graphics
● Pages

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ANPA

June 8-12, 1985
Booth 462, Rivergate Exhibition Center
New Orleans, Louisiana

or call for information:

XENOTRON Incorporated
600 West Cummings Park, #2500, Woburn, MA 01801
(617) 933-7860

Equipment for sale

Numbering device for high-speed web, manufactured by Custom Bilt Machinery. Is now installed on Goss Urbanite. Up to 50,000 IPH. Will number each product in any position on page. Price $8,000 F.O.B. our dock. Contact Fred McAnally, press superintendent, Sentinel-Record, 300 Spring St., Hot Springs, Ark. 71901; (501) 623-7711.

Four Harris 1100 editing terminals, three have dual readers. Good condition. Two Compuscan 170 OCRs used daily, plus two 170s that can be used for spare parts. Shaffstall magnetic disk recording system, two MDA 60 readers and two MDS 20A recorders. All in good condition. Contact Bill Fisher, The Herald-Palladium, P.O. Box 128, St. Joseph, Mich. 49085; (616) 429-2400.

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

Complete news channel equipment set-up; all audio and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Will provide extended factory warranty and training on flexicaster. Great condition; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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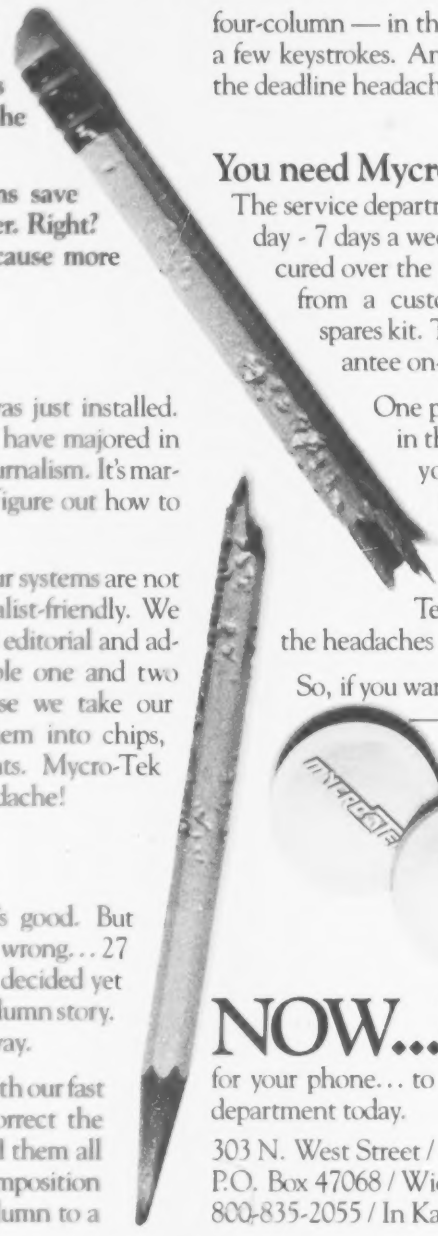

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The 'wall' has crumbled

BY CRAIG C. STANDEN

Not so many years ago, it would have been unthinkable for the American Society of Newspaper Editors to invite someone from the Newspaper Advertising Bureau to speak at the society's annual convention. Yet last month, there I was at the ASNE meeting in Washington, sharing the platform with Dick Capen, publisher of The Miami Herald, and Mike Davies, editor and publisher of The Hartford Courant, telling the nation's editors about the state of the newspaper advertising business.

Some people have asked me if I didn't feel somewhat apprehensive about making such an appearance. "Wasn't it," one asked, "a little like putting your head in the lion's mouth?"

My answer was, "Not at all."

I think it's perfectly natural for editors to want to know what's happening on the business side of the newspaper. If there's one thing we learned from the Newspaper Readership Project, it's that all the departments of every newspaper are dependent on one another, and that no department can be really healthy unless all departments are healthy.

As I put it to ASNE, "I believe that the famous 'wall' between advertising and editorial has largely disappeared.

"Newspaper advertising sales people don't have to be sold on the worth of writers and editors. We know the editorial matter in the newspaper is the magnet that draws our readers and the framework that allows us to sell advertising. The better you do your job, the easier ours becomes.

"And I'm confident you are equally aware of the important role advertising plays, not only as the primary source of newspapers' revenues—accounting for 75 cents out of every dollar we take in—but also as an integral part of the news and information package we bring the reader every day.

"Indeed, in surveys of newspaper readers, advertising is consistently rated among the three most interesting features of the newspaper."

In the coming years, I think we will see an increasing need for cooperation between the business and editorial sides of the newspaper. As we examine the business trends and challenges the '80s have presented, two things become increasingly apparent:

1. Maintaining our share of advertising—challenged principally today by television and direct mail—is a long-term and very complex problem. It will not be easy to solve, nor will it be susceptible to short-term fixes.

2. The solutions will require support and implementation by all parts of the newspaper business—very similar to the broad-based action that was necessary to our success in the Standard Advertising Unit program implemented last year.

As I announced to the editors at the ASNE convention, the bureau's board of directors has launched a new project which we have named, "The Future of Advertising."

Following the successful example of the Readership Project, we will form a working committee from all parts of the newspaper business to tackle that future. The chairman, Andy Andersen, president of the Omaha World-Herald Co., typifies the all-industry nature of the committee, having spent the early years of his newspaper career as a reporter before joining the business side. He has been a director of ANPA and the bureau as well as president of ANPA in 1974-76. (See story below.)

Within the general solutions we will be seeking in "The Future of Advertising" project, there will be many specific programs that will require the same multi-discipline approach. The just-beginning program on color standardization is one. The development of a single system of computer software usable by all departments of the newspaper may well be another.

It's a good thing the "wall" is down. We need each other. □

Standen is president of the Newspaper Advertising Bureau in New York City.

Group to examine 'Future of Advertising'

The Newspaper Advertising Bureau has announced formation of an industry-wide committee charged with "significantly" improving "our competitive position in the advertising marketplace long-term."

In announcing the initiative April 11 at the convention of the American Society of Newspaper Editors, NAB President Craig C. Standen said the committee—"code-named 'The Future of Advertising'"—would be organized "much like the Newspaper Readership Project" [presstime, April 1983, p. 4].

Later, Standen explained that several action committees would be established and that the project would last well beyond one year. Further information about the new panel, as well as its membership, are expected to be announced at the May 6-8 ANPA Convention in Miami Beach, Standen said.

Standen announced at the ASNE convention that Harold W. Andersen, president of the Omaha World-Herald Co., will chair the new committee. Andersen, a former chairman and president of ANPA, said the committee would be "broadly based in terms of representation of key parts of the newspaper business." □

Sunday magazines unite to get more national ads

Just as newspapers are cooperating more with one another in their attempts to increase their share of national advertising, so are Sunday magazines.

Family Weekly, Parade and the 52 magazines of independent newspapers represented by the Metropolitan Sunday Newspapers have broken new ground in cooperation over the past few months. For the first time, the three organizations are making joint presentations to advertisers and agencies in an effort to recoup some of the losses many have sustained in ad revenue in recent years.

Once a preferred location for full-color advertising, the Sunday magazines have steadily lost ground in proportion to the rise of free-standing inserts, particularly special coupon sections.

The new spirit of cooperation is a continuation of Parade and Family Weekly's joint presentations to the auto industry in Detroit last year and subsequent beginnings of a common coupon program [presstime, May 1984, p. 49].

Ongoing cooperative sales efforts will be unaffected by the recent sale of Family Weekly to Gannett Co, said the magazine's publisher, Patrick Linskey [presstime, March 1985, p. 68]. □

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Award in stress case no landmark

A recent decision of the Rhode Island Supreme Court awarding workers' compensation benefits to the widow of a former sports editor who claimed job stress contributed to her 60-year-old husband's death should not be viewed by employers as a landmark case opening the doors to similar court actions.

That's the opinion of Michael J. Hanrahan, administrator of the division of workers' compensation commission in Rhode Island. "There have been a number of stress cases" in the state, he said, although this was the first involving a newspaper worker. He said the decision was based on aggravation of a pre-existing condition.

The case is not appealable under the state's laws, he noted.

The court affirmed a ruling by the state commission that awarded the widow of Edward F. Mulcahey of The Evening Times in Pawtucket benefits of $55,000, plus nearly $200 a week for life unless she remarries.

Despite Hanrahan's viewpoint, which is shared by some others, the decision has caused concern in the newspaper business—especially in Rhode Island. "It has possible adverse repercussions for all industry in Rhode Island," said Charles N. Mock, senior vice president/personnel for The Providence Journal Co. "It's stretching the concept of what workers' compensation is all about. Any kind of employment involves some degree of stress."

On the other hand, "We've had these kind of rulings (in non-newspaper cases) going on for a long time in California," said Keith R. Fuller, director of employee relations for McClatchy Newspapers in Sacramento. Fuller also is chairman of ANPA's Human Resources Committee.

"This is certainly not the first case of this kind," said ANPA Assistant General Counsel Claudia M. James, "but they seem to be becoming more frequent around the country. Workers' compensation claims are of serious concern to most newspaper executives in charge of labor costs."

Roy W. Anderson, ANPA vice president/human resources, observed that "the introduction of stress to the workplace is not a new issue, but the crucial issue of employer responsibility builds an expensive factor into benefits management. Incapacity due to stress and awards to spouses of the deceased are additional factors that will add new charges to the maintenance of benefits, which have escalated dramatically over the past five years."

The Rhode Island Supreme Court noted that the state is one of the few that does not require proof of an accidental injury before compensation can be paid. Other state courts have recently awarded benefits in cases where employees were allegedly under stress [presstime, March 1985, p. 22].

Mulcahey, the sports editor, was stricken Oct. 8, 1978, after covering a professional football game. He died five days later of a cerebral hemorrhage. Helen F. Mulcahey subsequently sought workers' compensation, alleging that the hemorrhage was attributable to her husband's job with the newspaper.

She testified at a hearing before a trial commissioner that Mulcahey had been a diabetic for about six years. He took medication for that condition and for high blood pressure.

The state supreme court noted that "an employer takes its workers as it finds them," and when an employee aggravates an existing condition and the result is an incapacity for work, the employee is entitled to compensation for such incapacity.

In the opinion of a hypertension specialist, the court noted, Mulcahey's employment and his stressful work style caused or contributed to his hypertension, aggravating it to a point where he suffered the cerebral hemorrhage.

A cardiologist testified that the stress of meeting deadlines "probably aggravated" the hypertension.

The court also noted the testimony of the family physician, who said he was familiar with Mulcahey's work routine, particularly his working "in the wee hours of the morning, trying to make a deadline." Mulcahey's stressful employment, he said, aggravated both his hypertension and diabetes, "and the three of them escalate vascular disease."

Administrator Hanrahan said the gist of the decision was that "an employer takes its workers as it finds them." *(Mulcahey v. New England Newspapers Inc., No. 84-89)*

—Clark Newsom

Daily sued by former columnist

The Herald News of Passaic, N.J., is being sued by a former editorial employee and his wife who allege that his inability to get another job in the newspaper business is the result of a blacklist.

"There's a blacklist against me," said Mitchell (Mike) J. Stoddard, now director of media relations for the Morris County, N.J., government.

Stoddard is a former weekly columnist for the newspaper who became caught up in NLRB and court proceedings arising from a union's 1980 organization campaign. The NLRB found that his column was discontinued shortly after a representation election that led to certification of Newark Newspaper Printing Pressmen's Union No. 8 as bargaining agent for Herald News editorial employees. The board ruled that the newspaper's decision to drop the column was an unfair labor practice under the Taft-Hartley Act.

The board ordered the paper to resume publication of Stoddard's column, but that order was overturned last year by the U.S. Court of Appeals, District of Columbia Circuit [presstime, July 1984, p. 64].

However, the court agreed with the board that terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities and that the company's action was discriminatory. The court remanded the case to the NLRB to enable the board to invoke any specific, alternate remedies consistent with the court opinion to ensure that Stoddard was not retaliated against for his union activities.

Meanwhile, Stoddard resigned from the newspaper last February. He alleges in his suit, filed in Morris County Superior Court, that he was continually harassed by management. Stoddard said that despite being in the news business since 1954, and once serving as the newspaper's night editor and Morris County bureau chief, he was given assignments that an entry-level reporter could handle. "They had me covering board of education meetings," he said.

The suit does not specify damages sought. Defendants include President and Publisher Austin C. Drukker, Vice President and General Manager Richard E. Wyckoff and 10 "John Does."

Wyckoff would not comment on the suit. □

Newspapers, ITU saluted for technology adaptation

The newspaper business and the International Typographical Union have set a pattern in adapting to technological change that other industries might emulate, according to a new Rand Corp. study.

"The newspaper industry is a harbinger of the future for many industries in our increasingly high-technology society," the study said. The industry's shift to new computer-based technology was far less traumatic than might have been expected, it added.

Few workers in the newspaper industry were laid off without being compensated, compared with the "smokestack" industries, the study by the Santa Monica, Calif., research organization noted. Instead, they were allowed to remain until they retired or found new jobs, or they were retrained for other newspaper jobs [presstime, March 1983, p. 4]. Many printers with lifetime job guarantees received cash payments known as "buyouts" to give up their jobs.

The study, conducted by economists James N. Dertouzos and Timothy H. Quinn with a grant from the U.S. Department of Labor, also concluded that the ITU was not a barrier to adoption of new technology. It said unions negotiated agreements that were remarkably similar to outcomes in non-union firms.

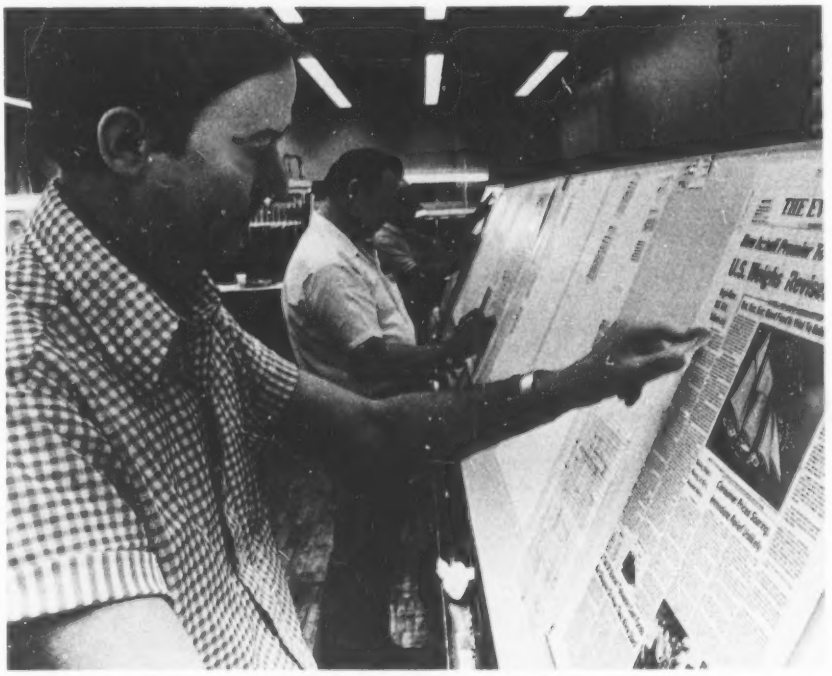
"The most frequently observed bargaining response is natural attrition, which has accounted for over half of the industry's labor adjustment so far," the study said. "Attrition involves a kind of 'featherbedding' response to new technologies, but statistically is no more likely in union than in non-union firms.

"Non-union firms exhibit greater reliance on programs to retrain workers for other jobs in the firm. Because of institutional inflexibility, union firms are more likely to rely on cash buyouts to compensate workers."

The Rand report estimated that "newspaper firms paid nearly $200 million in 'buyout' payments to displaced workers; over 90 percent of this total was paid by union firms."

But despite such measures, the average U.S. newspaper composing room still has 20-percent more staff than needed, according to the study.

To illustrate the scope of technological change, the Rand economists noted that as late as 1970, more than 10,000 hot-metal linecasters were operating in ANPA-member newspapers. By 1982, the number had dwindled to 194. Simultaneously, the number of video display terminals soared from 23 in 1970 to more than 46,000 in 1982.



Rand study says few newspaper employees were laid off without being compensated.

The study also noted that the number of actively employed ITU members fell by 43 percent from 1970 to 1982.

The researchers estimated that buyouts for union workers at newspapers averaged $14,000, compared with $7,500 for non-union workers. Some workers in the sample studied received as much as $85,000.

"These averages may seem low, but that is because older workers were more likely to receive buyouts," Dertouzos said. "Many of the buyouts were actually early retirements."

The study concluded: "The bottom line is that the new technologies, despite the huge employment declines, were not introduced without regard for worker welfare. . . .

"The newspaper industry stands as a model for the many industries confronting the distributional-efficiency dilemmas that accompany major disruption of the status quo. Certainly, their example has far-reaching implications for the evolution of a 'high-technology' society."

Copies of the study, "Bargaining Responses to the Technology Revolution: The Case of the Newspaper Industry," R-3144-DOL, may be purchased for $7.50 each, including postage and handling, from Rand's Publication Department, 1700 Main St., Santa Monica, Calif. 90406-2138. □

Recent contract settlements

Cleveland Plain Dealer, GCIU, Teamsters: Three 37-month agreements covering pressmen, photoengravers and drivers; retroactive to Oct. 1, 1984.

Memphis Commercial Appeal, Guild: Two-year agreement covering editorial and commercial employees; retroactive to June 11, 1984.

San Antonio Express-News, GCIU: One-year agreement covering photoengravers; retroactive to Dec. 2, 1984.

(Details in May 1985 ANPA Labor & Personnel Relations Letter.)

Globe-Democrat Guild unit accepts cuts

Members of The Newspaper Guild employed by the St. Louis Globe-Democrat have approved a new labor agreement that cuts pay by 5 percent.

The agreement eliminated 5 percent of a 9-percent pay raise that took effect Feb. 1. That agreement was made last year when Jeffrey M. Gluck took over the Globe-Democrat from Newhouse Newspapers [presstime, Feb. 1985, p. 51]. Guild members will receive a 4-percent, across-the-board increase effective Sept. 1, 1986. The new 46-month agreement is retroactive to March 1, 1985.

In addition, the employees agreed to waive restoration of another 6-percent cut they had agreed to last year. That cut was to have been restored in three installments beginning next September.

Robert A. Steinke, executive secretary of the St. Louis Newspaper Guild, said that an independent auditor hired by the union who reviewed the company's books reported that the paper lost $2 million in 1984.

Gluck was unavailable for comment. □

Court dismisses damages award

A $3-million judgment against the Omaha World-Herald arising from a traffic accident has been overturned by the Nebraska Supreme Court.

The suit was filed by the driver of an automobile who was severely injured when his car collided with a truck used to transport copies of the newspaper outside the city.

The court found that the owner of the truck was an independent contractor and that the driver was not an employee of the World-Herald. Thus, the court ruled, the truck driver's alleged negligence in causing the accident could not be attributed to the World-Herald.

The World-Herald withheld no income taxes or Social Security from the truck owner. It carried no workers' compensation insurance on him. "It made no attempt to regulate him," the court said. "The parties were unquestionably acting in the belief that their relationship was that of independent contractor."

(Eden v. Spaulding, Fundum and Omaha World-Herald Co., No. 83-426) □

ITU sets July merger vote

A majority of the five-member executive council of the International Typographical Union has scheduled a controversial membership referendum on a proposed merger with the Teamsters union.

The ballots are to be mailed July 8 from ITU headquarters in Colorado Springs.

The majority—President Robert S. McMichen and Vice Presidents William J. Boarman and Billy J. Austin—had favored a merger with the Graphic Communications International Union, but that merger was rejected in March by the GCIU's general board [presstime, April 1985, p. 48].

Voting against the method of conducting the referendum were ITU Secretary-Treasurer Thomas W. Kopeck and Vice President Allan J. Heritage, who favor a merger with the Teamsters.

Kopeck, noting that the membership "must be confused" by the executive council's vote, said he and Heritage voted against the action "because there is no provision in ITU laws to conduct a mail referendum from headquarters." He charged that the majority of the executive council was making up "new rules" for the Teamsters referendum.

Kopeck said the only previous referendum of this type was last year's rerun election for top officers. That election was directed and supervised by the U.S. Department of Labor.

Another reason for voting against the referendum, Kopeck said, was that no dates for returning and counting ballots were specified.

The ITU traditionally conducts referenda by distributing ballots at the local union level, counting them at that level and then forwarding results to headquarters.

President McMichen said that "the majority of us on the council, and I believe an overwhelming majority of the membership, believe the Teamsters deal is a nightmare that would destroy our union. But, we're a democratic institution, and it will be left to the members to decide the ITU's future by secret ballot. That's the way we've done it since 1852."

"Some of our members," he added, "want a chance to vote on the Teamsters deal—many just to knock it down."

Meanwhile, a U.S. District Court judge in San Francisco April 12 requested a brief from the executive council explaining why the mail ballot was scheduled. Judge Thelton E. Henderson also wanted to know the status of a petition endorsed by 160 ITU locals calling for the Teamsters proposal to be sent to referendum. A coalition of ITU members that supports a merger with the Teamsters was asked to submit a brief explaining its position. The briefs were due in late April. □

Union withdraws from second election at Ohio paper

By order of the NLRB, a second representation election at the Medina County (Ohio) Gazette was scheduled for April 25, nearly four years after the initial election that was challenged by the company.

On April 19, however, Publisher Arthur C. Hudnutt was informed that Cleveland Typographical Union No. 53 had withdrawn its representation petition.

In the May 1981 balloting, full-time and regular part-time employees voted 38-37 to be represented by the union. The company, however, refused to bargain with the union on grounds that the board had erroneously included a supervisor within the unit. The 6th U.S. Circuit Court of Appeals subsequently upheld the company's position [presstime, July 1984, p. 65].

The board said that because the supervisor's ballot "is commingled with the other ballots and is determinative of the outcome of the election," it decided to direct the second election.

(Medina County Publications Inc. and Cleveland Typographical Union No. 53, 274 NLRB No. 127) □

Sunday strike settled in Philadelphia

Delivery of the April 14 Sunday edition of The Philadelphia Inquirer was interrupted by a labor dispute.

Building service employees represented by Local 628 of the Teamsters walked off their jobs at 12:01 a.m. April 14 in a dispute over new contract terms. Delivery drivers represented by the same union refused to cross the picket line.

An agreement ending the strike was reached at 5 p.m. that day.

The normal print order for the Sunday paper is 1,080,000. About 285,000 complete papers and 489,500 incomplete papers reached subscribers. □

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These special interest shippers, masquerading as a consumer group (CURE), are urging Congress to revise Staggers and reimpose restrictive regulations that would, in effect, force other shippers and the railroads to share freight costs of the companies CURE represents.

The Staggers Act must remain intact if America is to have a viable railroad system. Now is not the time to return to the regulatory morass that stifled competition and fostered economic decay.

For more information, write: Freedom of Choice, Dept. 517 , Association of American Railroads, 1920 L Street, N.W. Washington, DC 20036. Or if you're on a deadline, call us at (202) 835-9550 or 9555.

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Price hikes put off again; demand remains uncertain

For the fourth time this year, many North American newsprint manufacturers have postponed a planned increase in the price of newsprint.

The increase for Eastern U.S. customers—from $535 to $570 per metric ton, not counting discounts and other arrangements worked out with individual buyers—now is scheduled to take effect June 1, industry sources say. Previously announced implementation dates were Jan. 1, April 1 and May 1 [presstime, April 1985, p. 56].

However, "There are indications that it (the implementation date) will go beyond that," said Robert C. James, senior vice president of The Journal Co. in Milwaukee.

James and other newspaper executives attributed the "rollback" in the implementation date to newspapers' high inventories and lower-than-expected consumption, coupled with high mill production.

Some sources also said price hikes are being hindered by newsprint being imported from Scandinavia and other overseas countries at relatively low prices, reportedly as low as $480 a metric ton.

Darryl M. Wharton, general manager of Scripps Howard Supply Co. in Cincinnati, said newsprint suppliers are treading softly on price increases because of uncertain demand. There is "still too much of a state of flux" regarding demand for the makers to lock in a date for higher prices and hold to it.

"I personally feel that June 1 is a temporary delaying action until the demand settles out a little bit," Wharton said.

Moran C. Keller, production manager of the Robinson (Ill.) Daily News, said his main supplier indicated it will postpone the increase, but it did not specify a new date for higher prices to take effect.

Not all newsprint makers have formally announced price increases.

Fred Weybret, publisher of the Lodi (Calif.) News-Sentinel, said he has received no notice of increases from either his Canadian or domestic suppliers.

Similarly, Gary Corbeill, president of The Kellogg (Idaho) Evening News, said his newspaper uses two U.S. suppliers that have not yet indicated there will be higher prices. He added, "It seems like it doesn't do any good to talk price with these people. If one goes up, they all go up."

Information about delays in price increases were coming mainly from customers who received notification from their suppliers.

The newsprint companies themselves were not confirming the latest postponement, and one, Boise Cascade, said it was sticking by its announced May 1 implementation date. □

Crown pact ratified at Oregon mill

Members of the United Paperworkers International Union ratified a six-year contract at Crown Zellerbach Corp.'s Wauna, Ore., mill.

The agreement provides for a $1,100 cash payment in the first year, a 4-percent wage increase in the second, 4.5-percent in the third, and 4-percent plus cost-of-living adjustments in the fourth through sixth years.

The UPIU is still negotiating with Garden State Paper Co. in Garfield, N.J., where the contract expired last October [presstime, April 1985, p. 56].

Elsewhere, workers at Donohue Inc.'s Clermont, Quebec, mill have given their union, the Confederation of National Trade Unions, a strike mandate. □

Speakers arranged for newsprint seminar

Speakers and topics have been lined up for the newsprint seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago. They include:

- Golden Faris of the Indianapolis Star and News—color in letterpress
- John Irvin of the St. Petersburg Times and Evening Independent—color in offset
- Bob Bassemir of Sun Chemical Co.—ink and paper interaction
- J.G. Mitchell of MacMillan Bloedel Research Ltd.—new mill technology
- Robert D. Lewis of the Minneapolis Star and Tribune—newsprint control
- D.H. Page of the Pulp and Paper Research Institute of Canada—newsprint runability.

Cost of the event is $150 per person. This includes registration, a luncheon on Thursday and two continental breakfasts [presstime, April 1985, p. 56]. □

Crown Zellerbach rejects latest Goldsmith bid

Sir James Goldsmith and Crown Zellerbach Corp. have filed suits against each other over Goldsmith's hostile takeover bid for the San Francisco-based paper Company.

Goldsmith sued Crown in U.S. District Court, New York City, in an attempt to block anti-takeover measures it has taken. Crown sought an injunction in U.S. District Court, Reno, against Goldsmith's efforts to buy a majority of the firm.

The lawsuits followed Crown's rejection earlier in April of Goldsmith's $807.5-million offer for 19 million shares.

Goldsmith's efforts were given a boost in late April when a Nevada judge ordered Crown Zellerbach to postpone for two weeks its annual meeting scheduled for May 9. The decision could give Goldsmith more time to proceed with his bid.

If the British industrialist who currently owns more than 8.6 percent of Crown purchased the additional shares, he would own about 78.5 percent of the company.

Crown's board said it would approve a sale if there is a cash offer for all outstanding shares at approximately $60 per share.

The company also said it would abandon anti-takeover measures it has taken if such a cash offer, or another one acceptable to the board of directors, is made. Those measures have been referred to as a "poison pill" because they allow stockholders—after an unfriendly takeover—to buy two shares of the surviving entity for the price of one. The provision would not take effect until someone acquires 20 percent of the company's common stock or makes an offer for 30 percent or more of its 27.2 million shares outstanding.

Shareholders previously filed a lawsuit to block Crown Zellerbach's efforts to ward off Goldsmith's takeover bid [presstime, April 1985, p. 56].

In another development, New York investor Ivan F. Boesky said in a filing with the Securities and Exchange Commission that he had acquired 7.4 percent of Crown Zellerbach shares as an investment.

Another possible paper-company takeover appears to have ended. Southwest Forest Industries said it has been informed by a law firm representing Jefferson Smurfit Group Ltd. that Smurfit suspended efforts to obtain Southwest Forest's stockholder list [presstime, Aug. 1984, p. 59]. Smurfit holds about 9.3 percent of the company. Southwest also has anti-takeover measures in place. □

Consumption continues upward trend

Newsprint consumption by all U.S. users increased 5.6 percent in March compared with March 1984. About 3 percentage points of this increase can be attributed to the extra Sunday this past March.

In the first quarter of 1984, U.S. users consumed 2.4-percent more than they did a year earlier.

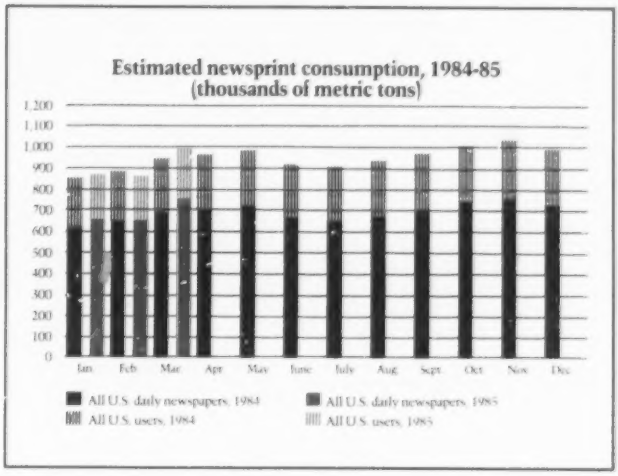
U.S. daily newspapers' consumption, meanwhile, increased 7.1 percent in March and 4.6 percent in the first quarter.

At the end of March, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 47 days' supply, versus 39 days at the end of March 1984. Stocks of North American mills were up 7.9 percent from the previous year's levels.

The March operating rate for Canadian mills was 95 percent, and for U.S. mills, it was 93.9 percent.

Shipments from Canadian mills for the first quarter were up 11.7 percent from the same period last year. Canadian shipments to the United States increased 15.7 percent, those within Canada increased 6.3 percent, and those to overseas customers decreased 3.6 percent.

Domestic shipments from U.S. mills declined 2.2 percent.



Estimated consumption of all U.S. daily newspapers[1]

Region	1985(r)	1984	% Change
Northeast	160,482	158,441	+1.3
North Central	133,767	134,572	-0.6
South	212,636	211,416	+0.6
West	147,824	144,794	+2.1
Circulation size			
up to 25,000	51,222	42,268	+21.2
25,001-100,000	130,752	116,768	+12.0
Over 100,000	472,735	490,187	-3.6
February totals	654,709	649,223	+0.8
Two-month totals	1,316,515	1,276,454	+3.1
Region	**1985(p)**	**1984**	**% Change**
Northeast	184,217	169,008	+9.0
North Central	156,529	146,645	+6.7
South	245,536	229,674	+6.9
West	165,990	156,911	+5.8
Circulation size			
up to 25,000	57,027	44,678	+27.6
25,001-100,000	149,196	125,398	+19.0
Over 100,000	546,049	532,162	+2.6
March totals	752,272	702,238	+7.1
Three-month totals	2,068,787	1,978,692	+4.6

Estimated consumption of all U.S. users

	1985	1984	% Change
January totals	873,000(r)	847,000	+3.1(r)
February totals	865,000(r)	880,000	-7.1(r)
March totals	999,000(p)	946,000	+5.6(p)
Three-month totals	2,737,000(p)	2,673,000	+2.4(p)

Production

	Canada	U.S.A.	North America
March 1985	800,624	443,254	1,243,878
March 1984	665,611	433,935	1,099,546
Increase	+135,013	+9,319	+144,332
	+20.3%	+2.1%	+13.1%
Three months 1985	2,331,243	1,274,056	3,605,299
Three months 1984	2,044,315	1,260,959	3,305,274
Increase	+286,928	+13,097	+300,025
	+14.0%	+1.0%	+9.1%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1985	791,408	41	6
January 1984	785,368	36	6
February 1985	834,234	41	6
February 1984	808,210	36	6
March 1985	837,478	41	6
March 1984	777,550	34	5
Canadian mills			
March 1985	360,128	--	--
March 1984	328,950	--	--
U.S. mills			
March 1985	83,453	--	--
March 1984	81,825	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1985	611,632	100,185	94,523	806,340
March 1984	469,868	92,457	111,271	673,596
Three months 1985	1,698,968	264,343	290,700	2,254,011
Three months 1984	1,468,062	248,784	301,502	2,018,348
Increase or decrease	+230,906	+15,559	-10,802	+235,663
	+15.7%	+6.3%	-3.6%	+11.7%
From U.S. mills				
March 1985	412,196	—	20,230	432,426
March 1984	433,096	—	20,653	453,749
Three months 1985	1,180,467	—	70,935	1,251,402
Three months 1984	1,221,000	—	58,840	1,279,840
Increase or decrease	-40,533	—	+12,095	-28,438
	-3.3%	—	+20.6%	-2.2%
From North American mills				
March 1985	1,023,828	100,185	114,753	1,238,766
March 1984	902,964	92,457	131,924	1,127,345
Three months 1985	2,879,435	264,343	361,635	3,505,413
Three months 1984	2,689,062	248,784	360,342	3,298,188
Increase	+190,373	+15,559	+1,293	+207,225
	+7.1%	+6.3%	+0.4%	+6.3%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Speeches

Michael J. Davies

E. Paul Wilson

David L. Riley

Ron Browne

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Publishers and Their Classified Advertising Departments
ANPA Chairman and President Richard J.V. Johnson, president, Houston Chronicle. Southern Classified Advertising Managers annual sales seminar, Tampa, Feb. 19.

Newspapers' Credibility Problem in the "New Age"
Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Bushnell Morning Lecture Club Series, Hartford, Feb. 26.

A Small-town Editor's Perspective on Newspapers
Richard D. Smyser, editor, The Oak Ridger, Oak Ridge, Tenn. Annual Carol Burnett Fund Lecture on Journalism Ethics, University of Hawaii, Honolulu, March 12.

Comments on the Role of the Canadian Press Council
E. Paul Wilson, vice president/marketing, Southam Inc., Toronto. Osgoode Hall Law School of York University annual lecture series, Toronto, March 21.

Computer Graphics on a Shoestring
David L. Riley, graphics director, Kentucky New Era, Hopkinsville, Ky. Southern Newspaper Publishers Association Editorial Clinic, Atlanta, March 26.

Newspapers and Newspaper People
Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va. Defense Information School, Fort Beniamin Harrison, Ind., March 26.

Regulatory Challenges for Newspapers in 1985
George R. Cashau, ANPA director/technical research, Reston, Va. Southern Newspaper Publishers Association Production Conference, Nashville, March 11.

Washington Reporters: Moving Away from Generalist to Specialist Journalism
Stephen Hess, senior fellow, The Brookings Institution, Washington, D.C. Donald S. MacNaughton Symposium sponsored by Syracuse University, New York City, April 24.

Journalism's Role in the Secondary School Language Arts Curriculum
Jack Dvorak, adjunct associate professor, School of Journalism and Mass Communication, University of Iowa, Iowa City. Association for Education in Journalism and Mass Communication Secondary Education Division mid-winter meeting, Indianapolis, Jan. 12.

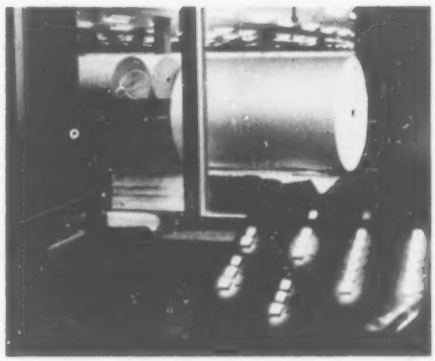
Ten Impediments to Marketing Productivity
Alvin A. Achenbaum, chairman, Canter, Achenbaum, Associates Inc., New York City. American Marketing Association New York Chapter, New York City, Feb. 7.

From the ANPA Industry Affairs Committee meeting, Washington, D.C., April 1-2:

News Coverage of Health Issues
Edward J. Burger Jr., director, Institute for Health Policy Analysis, Georgetown University Medical Center, Washington, D.C.

The Newspaper Research Council Report on Targeting Readers: Beyond Readership Averages
Ron Browne, research director, The Washington Post.

An Automatic Approach To Newsprint Roll Handling.



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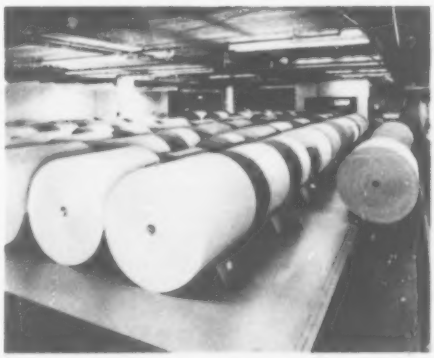

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Committee takes steps to increase minority hiring in all departments

The Minority Issues Steering Committee, representing 26 major newspaper organizations, has created the structure for its industry-wide effort to increase minority hiring and promotion.

Meeting in Washington, D.C., in conjunction with the April 9-12 annual convention of the American Society of Newspaper Editors, the committee decided to:

Mervin Aubespin

• Create a clearinghouse to coordinate efforts throughout the industry. To be organized initially by ANPA Foundation, the clearinghouse will keep track of what other organizations are doing, produce a "how-to" guide for newspapers and start a newsletter on minority employment in non-editorial departments.

• Consider a survey of minority employment in non-editorial departments.

• Encourage other newspaper associations to include minority employment on their meeting agendas and include minorities on panels about other professional issues. Frank Quine, director of the American Press Institute, and Mervin Aubespin, executive director of the National Association of Black Journalists, will keep a list of minority professionals who can participate in such events.

George R. Blake

• Publish a directory of minority training programs and fellowships for entry level and mid-career advancement. Thomas E. Engleman, director of The Dow Jones Newspaper Fund, said non-editorial opportunities will be added to the Fund's two annual career guides—the "Minority Journalism Career Guide" published with the support of ASNE, the Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi, and the general Journalism Career and Scholarship Guide.

• Conduct job fairs. There was agreement that the committee would sponsor job fairs for non-editorial recruitment, modeled after those already conducted by ASNE and other organizations for newsroom employees. One or two pilot events will be scheduled for fall 1985.

• Encourage minority students to choose careers in journalism. It was suggested that ANPA's Newspaper In Education program and scholastic press groups help identify and encourage minorities to aim for employment in newspapers early in their education.

The steering committee agreed project-planning would proceed without a pre-arranged budget. Some associations and newspaper groups have already indicated their intention to contribute resources, and it is not clear whether additional fund raising will be needed. A $20,000 grant to the Association for Education in Journalism and Mass Communication for use in the minority effort has been made by the William Randolph Hearst Foundation.

The steering committee grew out of a February meeting of representatives from the newspaper organizations convened by ASNE and ANPA Foundation [presstime, March 1985, p. 67]. Co-chairmen are Aubespin and George R. Blake, editor of The Cincinnati Enquirer.

Before the April 12 meeting, ASNE reported that progress toward its goal to have newsrooms reflect the percentage of the nation's minority population by the year 2000 remains stalled. The percentage of minority newsroom employees at U.S. daily newspapers in 1985 still hovers below 6 percent. ASNE said it was the first time since it began the annual census in 1978 that there was no growth.

The next meeting of the steering committee will be during the annual NABJ convention Aug. 1-4 in Baltimore. □

Record circulation reported

Last year was another record-setting year for U.S. dailies as both advertising expenditures and circulation reached all-time highs.

The story is detailed in ANPA's "Facts About Newspapers '85," a copy of which is included in this issue of presstime.

Advertising expenditures in U.S. dailies rose to $23.835 billion, an increase of $3.253 billion over 1983. Dailies' share of total expenditures was 27.3 percent, up from a revised figure of 27.1 percent in 1983. Television's share was 21.9 percent, up from 21.3. Direct mail dropped from a 15.6-percent share to 15.4, and radio went from 6.9 to 6.6 percent.

U.S. daily circulation rose from a revised 62,644,603 in 1983 to 63,340,336 last year. The 1984 preliminary figure tops the previous record of 63,147,280 set in 1973.

The trend toward fewer evening papers and more morning papers continued. Morning papers increased to 458 last year from 446 in 1983, and evening papers dropped to 1,257 from 1,284.

The total of U.S. dailies was 1,688, down 13 from the revised figure for 1983. [Twenty-seven "all-day" papers were counted in both evening and morning categories but only once in the total.]

At the beginning of 1985 there also were 7,704 paid and free-circulation weekly papers in the United States with a total circulation of 48,988,801. This is not comparable with figures reported for previous years, however, because free-circulation papers were included for the first time.

Newspaper employment grew from 427,900 in 1983 to a new high of 443,000 last year. Women accounted for almost two-thirds of the 15,100 increase.

In Canada, the number of dailies decreased by two in 1984, but circulation was up. There were 113 dailies in 1984 with a circulation of 5,557,932, compared with 115 in 1983 with 5,546,381 circulation.

Canadian newspapers increased their advertising revenues by more than $140 million to a total of $1.4 billion—some $400 million more than their nearest competitor, television.

Additional copies of "Facts About Newspapers '85" are available from the ANPA Public Affairs Department at The Newspaper Center in Reston. □

UPI board authorizes filing for Chapter 11 protection

BULLETIN

The board of directors of United Press International April 26 authorized Chairman and Chief Executive Officer Luis G. Nogales to file a petition for Chapter 11 bankruptcy. Such a petition would protect UPI's assets from creditors.

The board's action was precipitated by the wire service's inability to meet payroll. Nogales at press time was negotiating with a UPI creditor to pay employees.

It was not immediately known whether Nogales would file the petition.

Also, UPI subscribers in late April began receiving notices of a 9.9-percent rate increase, effective April 28.

———

Officials of United Press International, in the midst of efforts to "restructure" debt and improve its financial health, have renewed assurances to the newspaper business that the wire service will not go out of business.

In fact, Chairman and Chief Executive Officer Luis G. Nogales will not even address the notion that his efforts for survival may fail.

"I think the question is academic because it's going to be successful," he said in an interview at The Newspaper Center in Reston.

His visit to ANPA headquarters followed by several days an appearance April 11 at the American Society of Newspaper Editors Convention, where he insisted that the editors will not come to work one morning and find the UPI wire silent.

Dominating recent discussions on UPI has been how Nogales is trying to solve UPI's "continuing financial difficulties." He is up against a set of books that look roughly like this: on the plus side, five straight months in which "revenues billed have exceeded operating expenses" (figures for the sixth month, March, aren't in yet, but "it will be close," Nogales said); and on the minus side, a lien against UPI by the Internal Revenue Service for not paying employee taxes in the fourth quarter of last year (the same period it reported its first profit since 1963), a "negative net worth," including about $17 million in debt, and no more security for further loans. "The (physical) assets of UPI are pledged as collateral, so we don't have assets to dispose of," he said.

Regarding the IRS lien, UPI officials said the $1.77-million tax bill was factored into the favorable fourth-quarter financial report, and therefore the report stands. The taxes were not paid because of a cash-flow problem during the quarter, the officials added.

Also in the news has been a dispute between Nogales and majority owners Douglas F. Ruhe and William E. Geissler over Ruhe and Geissler's efforts to sell their portion of the company.

Under a March 7 agreement between the owners and management, Ruhe and Geissler shifted control of UPI to a board of directors consisting of Nogales, Ruhe, Editor-in-Chief Maxwell McCrohon and Wire Service Guild President William Morrissey [presstime, April 1985, p. 54]. The agreement is scheduled to end July 4 unless there is a change in ownership.

Under the new board, Nogales has authority to negotiate with UPI creditors for debt restructuring and with potential investors for recapitalization.

At issue was Ruhe and Geissler's negotiations during the term of the agreement to sell their shares. Nogales said those talks interfered with UPI's turnaround efforts.

"Clearly, we have a right to sell our shares" upon termination of the agreement, Ruhe said. The disagreement, he said, stemmed from whether he and Geissler have the right to "talk about selling" until the agreement has ended.

UPI spokesman David Wickenden said in late April that Nogales and Ruhe had reached a truce on the issue. "UPI is confident that all the various parties will adhere to the spirit and letter of the agreement," he said.

Meanwhile, UPI managers continue to operate under the new power structure.

Nogales said his biggest priority now, besides maintaining the quality of UPI service, is to restructure debt. That could mean extending the debt payoff period, exchanging debt for equity in UPI or other arrangements.

He also is stressing cost controls and budget management so that positive monthly financial reports can continue.

Debt restructuring and tight management are necessary for another UPI goal—to recapitalize for business expansion. Efforts to seek new investor capital occupy a lower priority, at least for the moment. Nogales explained that debt restructuring and proving that UPI can continue to turn a profit on current operations will enhance the attractiveness of UPI as an investment.

Nogales (right) gets tour of The Newspaper Center from ANPA's Jerry W. Friedheim.

Investors will be more inclined to sink their money into UPI if they see the company is making gains and that their capital can be put to productive use rather than just pay off old bills, he said.

UPI's major creditors—AT&T, American Express, RCA and Equitorial, a vendor of satellite receiving dishes—March 29 gave the company a 90-day moratorium on debt payment. That gives the wire service "breathing room" to work out a debt-restructure agreement, although reorganization will not necessarily occur by the end of that three-month period, said spokesman Wickenden.

Nogales said UPI will not liquidate additional parts of its operation in an effort to raise money. "We're not going to sell off a piece of UPI to keep it going for six months and then find we've got a weaker company," Nogales told presstime.

Nogales and other company officials say the task of holding down costs includes examining all aspects of the UPI report and dropping items of limited use. "There are things that can be streamlined or eliminated," Wickenden said.

But at the same time, UPI plans to strengthen some areas of editorial coverage for its approximately 806 newspaper subscribers—about half of which take the UPI wire exclusively. One area is business reporting, Nogales said.

—C. David Rambo

Ranks of 'publishers' to swell

For most newspapers, full-page computer pagination with graphics is still a long way off. But a Minneapolis educational software company has developed an inexpensive personal-computer program that allows even children to create—and print—a "newspaper" page comprised of headlines, text and illustrations.

Springboard Software Inc. is marketing the program, called "The Newsroom," to "journalists of all ages." At a suggested retail price of $49.95, the program may be used with most major brands of dot matrix printers to produce either letter- or legal-size pages.

The package includes two floppy disks. One contains a "clip art" file of more than 600 drawings that can be inserted into a page. The other contains the master program with six different functions: "banner" for setting the nameplate, "copy desk" for composing stories, "photo lab" for positioning the drawings, "layout" for arranging sections of the page, "wire service," which allows computers with modems to exchange copy, and "press" for printing the page.

Introduced in January, "The Newsroom" currently may be run only on Apple II series personal computers. But the company hopes to introduce an IBM version this month and a Commodore version in the fall.

While the program is easy enough for children to use, it also is attracting adult users ranging from real estate companies to an Apple computer club to a Texas neurosurgeon, says Karen A. Lansing, vice president of marketing.

The program is not something that a professional newspaper would want, Lansing says. But, she adds, it is "answering the need for all the people who have a little story to tell, but who can't afford to get it formally typeset."

Meanwhile, the Dow Jones Newspaper Fund, which promotes newspaper careers to young people, used an Apple Macintosh computer, Apple and other software, and an Apple Laserwriter printer to electronically compose, paginate and produce camera-ready pages for its April newsletter.

In a front-page article, it alerted school newspaper advisors to the development: "What has been called a 'revolution' in typesetting is now within the price range of every high school newspaper in the nation. The process will allow students to write and edit their school papers more frequently and to assume more control over the finished product."

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8 p.m.s shift to a.m. cycle; 1 reverts

Since last September, eight daily newspapers in the United States and Canada have converted from evening to morning publication.

In contrast, The Gettysburg (Pa.) Times, a mornings-only newspaper since October 1981, reverted to p.m. publication Jan. 21.

The newspapers that went from p.m. to a.m. are:

- The Register-Citizen (circulation, 18,000) of Torrington, Conn., April 29.
- The Moultrie (Ga.) Observer (7,971), April 22.
- The State Journal (67,009) of Lansing, Mich., April 15.
- The Calgary (Alberta) Herald (137,279), April 8.
- The Albion (Mich.) Recorder (3,250), Feb. 21.
- The Marshall (Mich.) Chronicle (2,850), Feb. 21.
- The Messenger (24,274) in Fort Dodge, Iowa, Nov. 12.
- The Roswell (N.M.) Daily Record (14,091), Oct. 1.

In addition, the Worthington (Minn.) Daily Globe (15,238) has announced it will convert to a.m. June 3.

In the first nine months of 1984, 11 newspapers made the evening-to-morning switch [presstime, Oct. 1984, p. 63].

Publishing changes since last September also included the death of The Sentinel of Winston-Salem, N.C. (circulation 31,554).

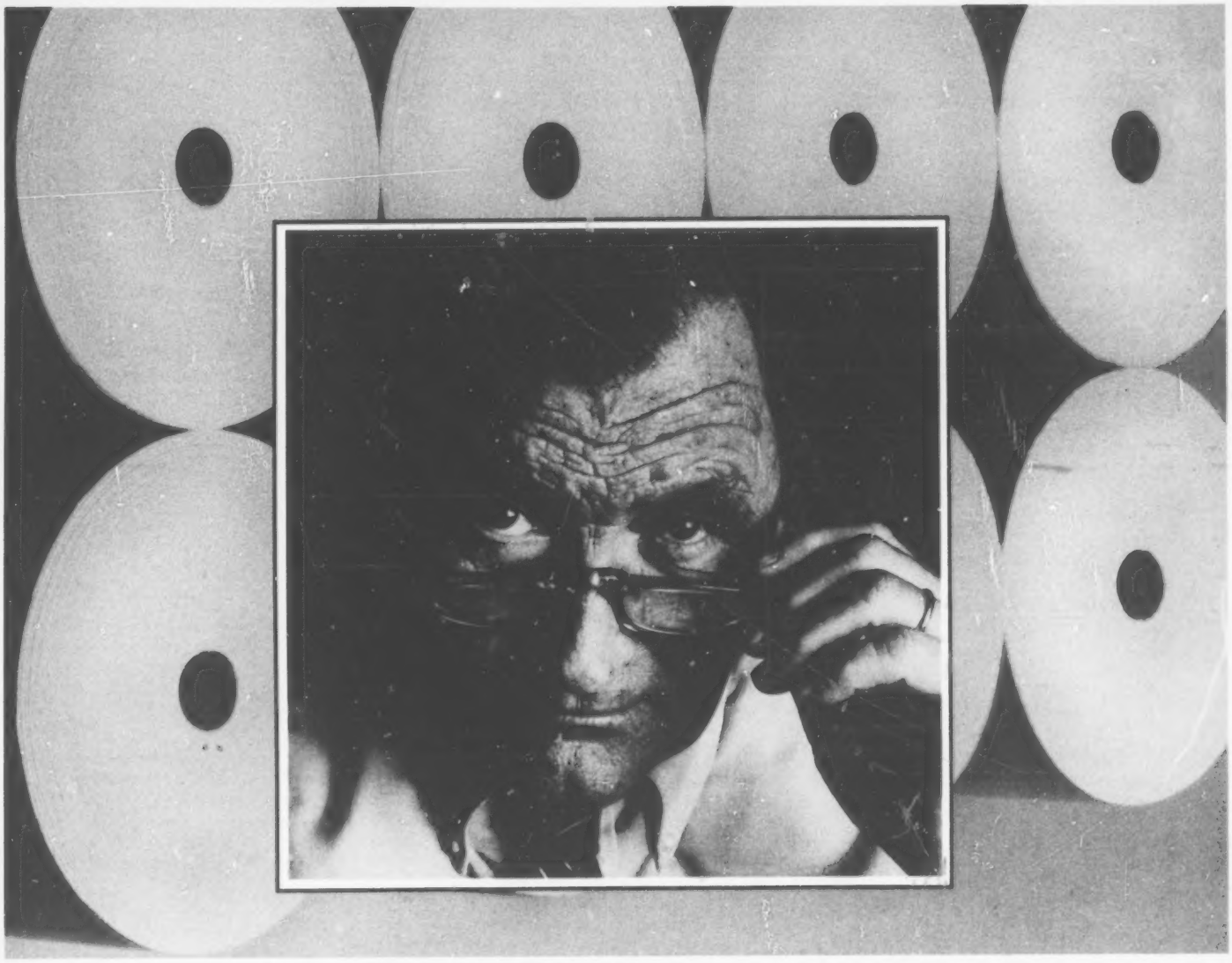
The Sentinel published its last edition March 29. The evening daily, which was the sister paper to the morning Winston-Salem Journal, was owned by Media General Inc. □

Deadline set for entries in design contest

Entries in the Society of Newspaper Design's sixth annual design competition are due May 6.

To participate, newspapers must send mounted tearsheets of published full pages. Newspapers throughout the world are eligible.

There are 20 contest categories. For further information, contact SND Executive Secretary Pat Kelly at The Newspaper Center in Reston. □



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ANPA Calendar

MAY

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
Fontainebleau Hilton, Miami Beach, May 3

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education and Mass Communication meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Fontainebleau Hilton, Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

prosstime Advisory Committee meeting
Fontainebleau Hilton, Miami Beach, May 6

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside and Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center and New Orleans Hilton Riverside and Towers, June 8-12

ANPA Technical Committee meeting
Rivergate Exhibition Center, New Orleans, June 9

ANPA Executive Committee meeting
New Orleans Hilton Riverside and Towers, June 10

ANPA/NAB-Audit Bureau of Circulations Liaison Committee meeting
The Lodge, Pebble Beach, Calif., June 10-11

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Back Bay Hilton, Boston, June 19-22

ANPA/ABA Task Force meeting
The New York Times Co., New York City, June 21

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, June 21

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation NIE Training Seminar
La Casa del Zorro, Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

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Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps Howard, Cincinnati
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Herninger, The Courier, Findlay, Ohio
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
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Last-minute Convention preparations made

Finishing touches have been put on the program for the 99th Annual ANPA Convention May 6-8 at the Fontainebleau Hilton in Miami Beach.

As of late April, 2,031 people had registered, with more certain to sign in at the site. Attendance the last two years has been the highest in Association history—2,888 in New York City in 1983 and 2,309 in Montreal last year.

Tickets for all ANPA meal functions will be available for purchase at the hotel, as will be tickets for the Associated Press and United Press International luncheons.

The first official event of the Convention will be the first annual "Fun Run" sponsored by presstime. Registrants and their families are eligible to participate, and those interested should sign up at the ANPA Convention registration area at the Fontainebleau.

The two-mile event will begin at 6:30 a.m. Monday, May 6, with entrants asked to check in at the starting banner on the Fontainebleau Hilton beach starting at 6 a.m. The course will be south on the beach parallel to the boardwalk for one mile and return.

Several additions to the program [presstime, April 1985, p. 58] have been announced by Convention Arrangements Committee Chairman Richard G. Capen Jr., chairman and publisher of The Miami Herald.

Argentina S. Hills

Ellis Cose

Argentina S. Hills, publisher of El Mundo of San Juan, Puerto Rico, will participate in a panel discussion in the Tuesday morning General Session on Latin America.

At the Tuesday afternoon clinic on "Human Resources," additional speakers will be:

• For the first segment titled "Toward a Bias-Free Workplace," Ellis Cose, president of the Institute for Journalism Education at the University of California at Berkeley; Gerald Garcia, publisher of the Tucson Citizen and president of the National Association of Hispanic Journalists; and David Lawrence Jr., publisher and chairman of the Detroit Free Press

• For the second segment titled "Labor and Legal Trends," Betty Southard Murphy of the Washington, D.C., office of the law firm Baker & Hostetler and former chairman of the National Labor Relations Board; Douglas Harris, vice president/personnel of Knight-Ridder Newspapers Inc.; Charles Mock, senior vice president of The Providence Journal and The Evening Bulletin; and Gregory Thornton, vice president and director of industrial relations of the New York Daily News.

Newly added participants for the clinic "Research and Development—What's New?" will be George R. Cashau, ANPA director/technical research, and William D. Rinehart, ANPA vice president/technical.

Two people also have been added to Wednesday morning's General Session program on advertising and marketing. They are: Lee M. DuBow Sr., vice president sales and promotion for Belk Stores of Charlotte, N.C., who will provide a retailer's perspective on the question, "What Do We Do Next?"; and Harold W. Andersen, president of the Omaha World-Herald Co. and chairman of the Newspaper Advertising Bureau's Future of Advertising Committee, who will present a strategy for action. □

New members

The Bar Harbor Times

Bar Harbor, Maine (circulation 6,979). Emily L. Saltonstall, publisher.

the Mississippi PRESS

Pascagoula, Miss. (circulation 22,527). W. J. Hearin, publisher.

THE DECATUR DAILY

Decatur, Ala. (circulation 25,105). Barrett C. Shelton Jr., publisher. □

Grant named new ANPA state relations coordinator

Kevin Grant, former environmental engineer for Potomac Electric Power Co., has been named to the new position of ANPA state relations coordinator.

Kevin Grant

He will monitor legislative and regulatory developments on the state and local level, including the subjects of VDT safety, taxes and telecommunications.

Grant, 26, has a bachelor's degree in government from Cornell University. His duties at PEPCO included tracking regulatory issues pertaining to the power industry and preparing comments on various issues.

W. Terry Maguire, ANPA vice president/general counsel, said Grant "will work in cooperation with and support of state press associations and our members." □

Montreal honors ANPA Convention

The Greater Montreal Tourism and Convention Bureau has declared the 1984 ANPA Convention the city's "Convention of the Year."

In so doing, it presented to Jacques G. Francoeur, president of UniMedia Inc., Montreal, and chairman of the ANPA Convention Arrangements Committee last year, an original painting by Quebec artist Pierre Desjardins. The presentation was made in recognition of Francoeur's efforts to bolster convention activities for the year.

The 1984 ANPA Convention was the first held outside the United States. It attracted the second-highest attendance in ANPA's history. (See related story, this page.) □

Be there!

COUNTDOWN '90

'89

'88

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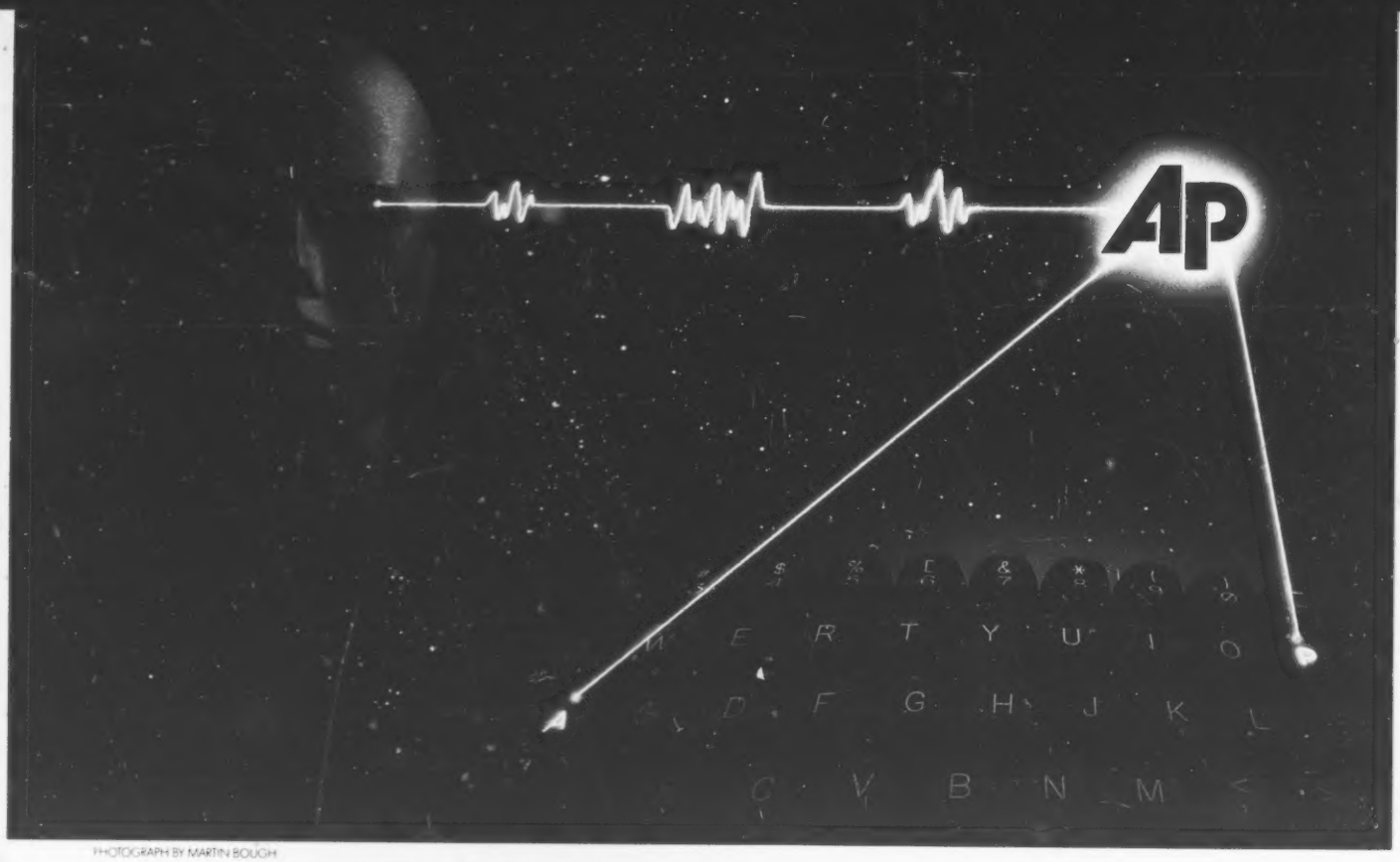
JUNE 8-12, 1985



PHOTOGRAPH BY MARTIN BOUGH

"IF YOU DO NOT THINK ABOUT THE FUTURE, YOU CANNOT HAVE ONE."

—John Galsworthy, English author, 1867-1933

At The Associated Press, we're not just thinking about the future, we're ready for it.

This year, AP will introduce a new computer graphics service, expand its electronic darkroom, enlarge the scope of its satellite picture network, and increase its network of satellite earth stations to over 2000.

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The future belongs to those who prepare for it. At AP, we not only do the planning, we also do the work.

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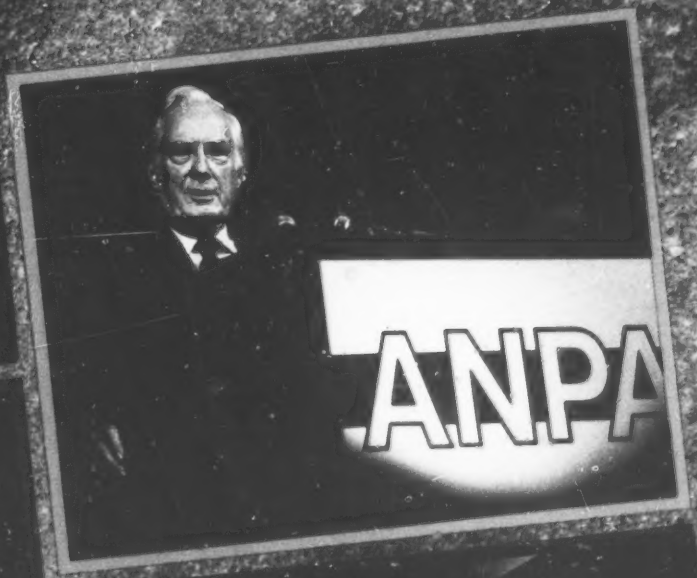
1985

The Journal of the American Newspaper Publishers Association



ANPA CONVENTION '85

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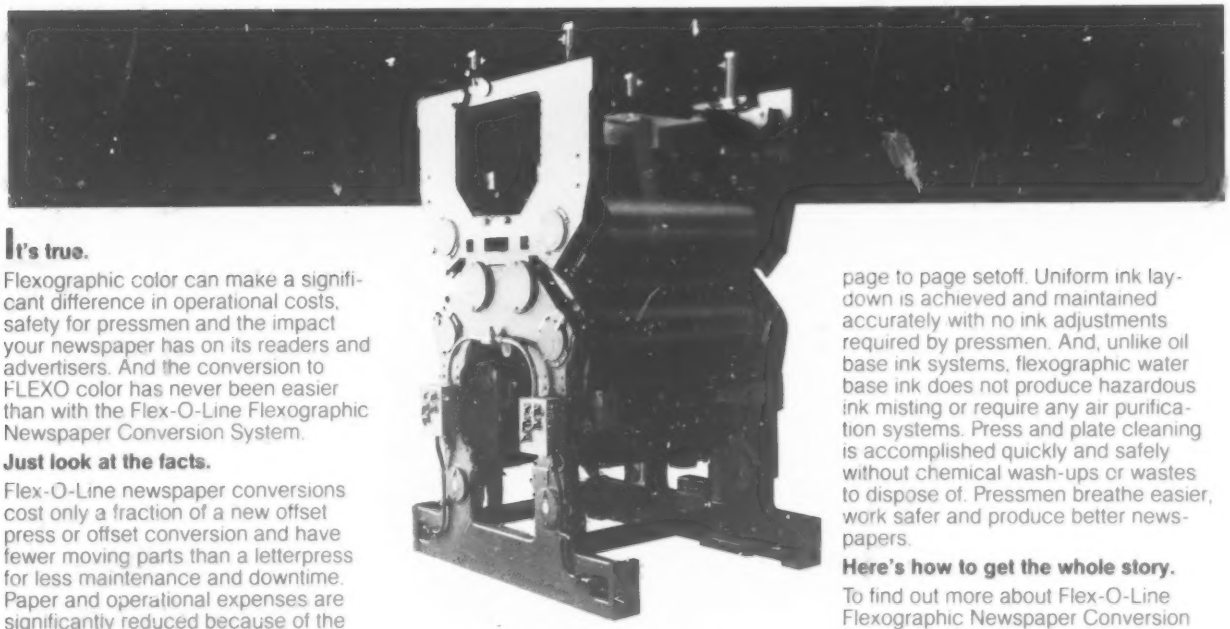

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Josh Friedman, Dennis Bell and Ozier Muhammad of *Newsday* received the Prize for International Reporting for their series on famine in Africa.

Murray Kempton of *Newsday* received the Prize for Commentary in recognition of his distinguished career as a public commentator.

Howard Rosenberg of the *Los Angeles Times* won the Prize for Criticism for 10 articles of television criticism. Subjects included the national political conventions and the Olympics.

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INDEX VOLUME 7, NUMBER 6 JUNE 1985

Convention Report *Complete coverage of ANPA's 99th Annual Convention in Miami Beach is found in 24 pages of stories and photos. The Convention had a distinctly international flavor but did not neglect the nitty-gritty of newspapering. Credibility, production developments and ways of controling the costs of defending libel suits all were the subjects of Convention sessions. Major speakers included U.S. Chief Justice Warren E. Burger, the first chief justice ever to address an ANPA annual meeting. Reports are arranged by day for easy reference.* **30**

Joining the search *Many newspapers are moving from reporting on missing children to participating in the nationwide efforts to find them.* **6**

Think tank *Did you know that ANPA holds 19 patents and copyrights on technological devices and materials? Some flew, some didn't.* **12**

Job-shop sideline *More and more newspapers are finding commercial printing to be a lucrative adjunct, but there are risks involved.* **14**

SAU® anniversary *U.S. newspapers' format standardization system is about to put a candle on a cake, and people are celebrating.* **18**

Hiring the handicapped *Newspapers are increasing their efforts to bring more disabled employees onto their staffs.* **20**

Profile: William A. Hilliard *The Oregonian's low-key executive editor started as an "office boy" at the Portland daily.* **25**

Essay: The good news on credibility *Professor Philip Meyer says there are encouraging findings in the ASNE credibility study.* **26**

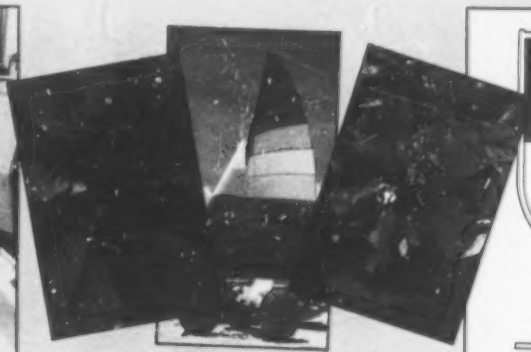
New England news network *Five daily newspapers, seven TV stations and 10 radio stations in six states have a unique arrangement to share news.* **61**

Conference & Exposition preview *A look at what's in store at the ANPA Operations Management Conference & Exposition June 8-12 in New Orleans.* **72**

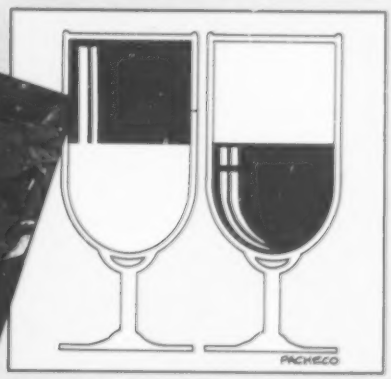
Improving wirephoto color *The Fort Myers (Fla.) News-Press has developed a way to get better reproduction from wire service color photographs.* **76**

Metros on block? *Major media acquisitions have raised questions about the fate of dailies in New York City, Chicago and Los Angeles.* **94**

Commercial Printing, p. 14



Convention Report, p. 30
(Convention color photography by Lenny Cohen, The Miami News.)



Credibility, p. 26

Advertising	66
ANPA calendar	100
Chairman's corner	4
Circulation	82
Education	69
Employee relations	86
Government affairs	54
Letters	98
News-editorial	61
News research	64
Newspaper business	94
Newsprint	84
Postal affairs	56
Speeches	92
Technology	72
Telecommunications	60
Transportation	85
World press	58

CHAIRMAN'S CORNER

A call to arms for newspapers in the fight against illiteracy

In my keynote remarks at our Convention last month, I emphasized my belief that we newspaper people need to do more to help fight illiteracy. And ANPA is making literacy a higher priority.

More than 27 million adult Americans cannot read well enough to meet their daily needs. They are "functionally illiterate."

The Coalition for Literacy states: "Functional illiteracy now exacts a measurable toll in crime, unemployment, poverty and human suffering. The bill exceeds $225 billion annually for lost industrial productivity, unrealized tax revenues, remedial reading training in business and the military, and illiteracy related to crime and welfare costs. We simply cannot afford the staggering burden of the functional-illiteracy problem."

Richard J. V. Johnson

A teacher says: "Illiteracy is exclusion from citizenship and from access to the world's storehouses of knowledge. It is 40 percent of adult women and 28 percent of adult men. It is one of every five people in the world."

Shocking, isn't it? What can the newspaper industry to do help reverse this trend—to reinforce the importance of reading to our society as a whole?

This spring, a group of publishers, Newspaper in Education directors and representatives from literacy groups met at The Newspaper Center in Reston, Va., to identify ways that individual newspapers can help literacy efforts in their communities. These are ideas you can use. I urge you to do so.

- Encourage editorial coverage of the issue to create more awareness of the problem
- Create programs in which your employees tutor illiterates
- Run the public-awareness ads which are being distributed by the Ad Council
- Unite your local business and education communities to create effective local programs
- Organize community meetings and focus groups to plan ways to combat illiteracy
- "Adopt" an adult learning program that exists in your area
- Create a curriculum with your NIE experts by which non-readers learn to read using your newspaper as their textbook.

Groups represented at The Newspaper Center meeting—the Coalition for Literacy, Reading Is Fundamental, Literacy Volunteers of America, Laubach Literacy International and the International Reading Association—already are working hard to create new readers and to stop the trend toward non-reading. They have local chapters in your community. If you join and help combine and target their work, you can double their effectiveness.

And let's not forget that we are employers who face these problems of illiteracy *within our own work force.* Fighting illiteracy is enlightened self interest for us. Please join us.!

Richard J. V. Johnson
Chairman and President

ANPA

presstime

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Did you see the paper?

Not yet.

Read this.

What?

Down there in the corner.

The article about kids and alcohol?

That's it.

It says they're drinking before they're reading.

Keep going.

Some as early as eight?

Yeah; and look how many of 'em are alcoholics.

They gotta be kidding.

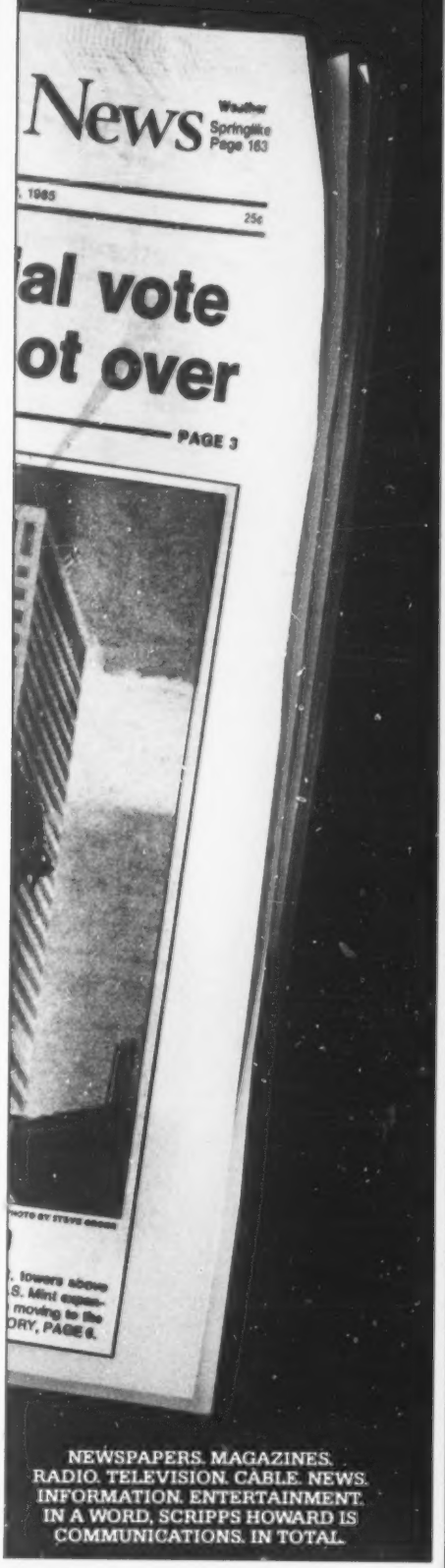
Kinda makes you wonder, doesn't it?

Not our Scott.

You never know.

But he's just a kid.

That's just the point.



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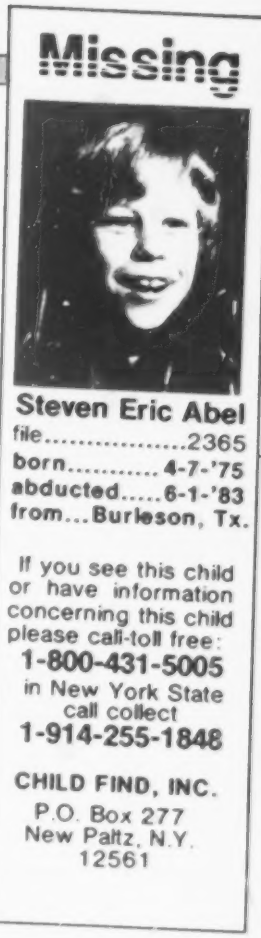
MISSING CHILDREN

BY MARCIA RUTH
presstime staff writer



In the past, most newspapers have dealt with missing children as they do many other social issues—news and feature stories keyed to events such as National Missing Children's Day, May 25, and saturation coverage when a tragedy is local.

In the last year or so, however, many papers have moved into a new role—not just covering newsworthy events, but becoming participants in the nationwide search for missing children. And there are already examples of success stories—cases where a photograph published in a newspaper led to the recovery of a missing child.

For some papers, the catalyst for crossing the line from reporting to participating was the decision by the Associated Press to provide newspapers with photographs of two missing children each weekday. AP launched the service April 22 in the same spirit that put the faces of missing children on milk cartons, utility bills, supermarket bags, interstate trucks and elsewhere.

"We'll just keep doing it (running the AP-transmitted photos) until we see if it serves any purpose, and we hope it does," says Robert G. McGruder, managing editor of The Plain Dealer in Cleveland. "Some day if one kid is found, that's worth it."

The Plain Dealer runs the photos "as often as we can," says McGruder, and always on page two, alongside the index and news summaries.

Although papers are encouraged to send tear sheets, AP does not know exactly how many of the approximately 1,000 members receiving Laserphotos are actually running the photographs, says Daniel E. Hansen, the AP photo editor supervising the project.

MISSING CHILD

Name: Cherrie Ann Mahan
Birthdate: Aug. 14, 1976
Abducted: from Pittsburgh, Feb. 22, 1985

□ *"Missing" is a daily feature of The Asbury Park Press, in cooperation with The Associated Press. If you have any information about the whereabouts of this child, call a special hotline, 1-800-431-5005.*

Arrangements vary. For example, both Nashville dailies are running one photo a day, with the evening Nashville Banner using the picture AP transmits at noon and The Tennessean printing the photo AP moves at midnight for the morning cycle. The Asbury Park (N.J.) Press runs one of the two AP photos each day on page three. The night editor makes the selection, looking for area children or for the best photograph.

AP got the idea from Timothy C. Hoiles, publisher of the Victory Valley Daily Press in Victorville, Calif. "I thought the best thing we could do was, if we believe in the power of the printed word in newspapers, we should use it," he says.

The idea for what has become another regular feature in several papers, a monthly missing children page, also began with a small paper. "I just got sick and tired of seeing everybody else being public-spirited and not the newspapers," says Willmott (Bin) Lewis Jr., publisher of the 16,000-circulation daily Valley News in West Lebanon, N.H. "I'm just absolutely appalled at our industry sitting back and letting everybody else find these children."

Generally, television is credited with awakening the public to the fact that as many as 1.5 million children are considered "missing" in the United States at some time during any given year. The vehicle for doing so was the film "Adam," the heart-rending story of 6-year-old Adam Walsh, who was abducted and murdered in 1981. It was shown in 1984 and rebroadcast April 29, followed by a segment showing the faces of missing children, some of whom were subsequently located.

Both Hoiles and Lewis say the initial advocates for their companies' efforts on behalf of missing children were women: at the Victory Valley Daily Press, Circulation Manager Frances Lennington; and at the Valley News, Susan E. Marcotte, publisher of Echoes, a total-market-coverage publication that in March began carrying the photo page.

Success stories. Florida, the home state of Adam Walsh, has taken the lead in the crusade to find missing children. Twenty-six newspapers and 22 television stations there are using the monthly bulletins and photographs offered to the media by the Florida Department of Law Enforcement's Missing Children Information Clearinghouse, which in 1983 became the first state agency addressing this problem.

The impact of this material can be dramatic.

For example, two young children were found as a direct result of The Miami Herald's full-page display of Florida's missing children on National Missing Children's Day last year.

And after a 1983 feature story in the Fort Lauderdale News and Sun-Sentinel, an 18-year-old runaway from Plantation, Fla., was identified in a Fort Lauderdale area Pizza Hut.

In contrast to Florida's comprehensive approach to the problem, the Iowa Department of Public Safety until this year treated the photographs—and even the names—of Iowa's missing children on a confidential basis. The stated purpose of this policy was to protect the privacy of juveniles who while missing may have run afoul of the law.

Several papers joining the search for lost youngsters report positive results from the publication of photos

Responding to a challenge to this policy by the Des Moines Register in August 1984, the Department of Public Safety moved quickly to obtain a declaratory judgment from a state court, and the court-ordered release of the information four months later.

The paper's strong interest in missing children results from the disappearance of two of its carriers—12-year-old John Gosch in September 1982 and 13-year-old Eugene Wade Martin in August 1984. (See story, p. 8.)

The newspaper now is publishing weekly updates of the state's list of missing persons (including children), supporting a state-organized symposium on child abuse, and assigning a reporter to full-time coverage of issues related to the two carriers' disappearance.

Both boys have been included in the "roll call" of missing children presented by NBC television after showings of "Adam."

On April 30, following the most recent showing, USA Today ran a full page of photographs from the "roll call" as part of three days of editorial coverage of missing children. The federally funded National Center for Missing & Exploited Children in Washington, D.C, which provided the photographs, says the page generated some of the more than 7,000 calls that poured into the center's hotline—1-800-THE-LOST—in the four days following the televised program.

"We figured it was a legitimate thing for us to do since we're a nationally distributed paper," says John Ritter, assistant national editor. USA Today will decide further coverage "on a case-by-case basis," he says.

Not responding to a specific event, but joining another ongoing program, the Detroit Free Press teamed up with one of the many dairies running photos of missing children on milk cartons. The 240,000 cartons distributed monthly by London's Farm Dairy in Michigan contain photographs of two missing children and logos of both the dairy and the newspaper.

As a tradeoff, the newspaper runs, without charge, a representation of the milk carton in its Wednesday food section.

"We try and stay away from charities because it's hard to draw the line," says Promotion Specialist Nancy H. Kelley, who organized the ad trade-off. "But this is sort of unique. It is obviously a situation where exposure is absolutely essential, and what better exposure than the newspaper?"

Another example of newspaper involvement in the effort is provided by the St. Petersburg Times and Evening Independent. They recently donated newsprint, artwork and production services for an educational campaign by the Pinellas County Child Safety Task Force on abduction, child abuse and other child-safety issues.

A related issue: child abuse

More than a dozen dailies have addressed an issue often related to children's disappearance by distributing as inserts more than eight million Spider-Man comics on child sexual abuse, prepared by Marvel Comics and the National Committee for Prevention of Child Abuse.

The first newspaper to participate, the Houston Chronicle, keyed its Jan. 27 distribution of more than 500,000 copies to Houston's Child Protection Week. With support from the city, schools, police and religious leaders, and financial backing from Houston's largest department store, the week included television programs and mental health seminars as well as public appearances by Spider-Man.

Following these events, Harris County Children's Protective Services reported a one-third increase in phone calls, and the Chronicle announced the Jan. 27 issue broke its record for single-copy sales, exceeding the previous high by 6 percent.

On Feb. 17, a broadsheet version of the original comic book ran in eight newspapers—Chicago Tribune, The Boston Globe, Detroit Free Press, The Kansas City Star, St. Louis Post-Dispatch, Des Moines Register, Philadelphia Inquirer and The Plain Dealer of Cleveland. At least four others followed in April and May, including—The Columbus (Ohio) Dispatch, San Antonio Express and News, The News Dispatch in Michigan City, Ind., and The Times-Union in Albany. N.Y.

For information on this program contact the National Committee for Prevention of Child Abuse, P.O. Box 94283, Chicago, Ill. 60690; (312) 663-3520.

A plea, a problem. Among the people engaged in the campaign to find missing children is President Reagan, and one of his appeals was made March 7 to a group from the National Newspaper Association. He urged publishers "to enlist your newspapers in this mission of mercy" by "publishing as a regular feature, pictures and descriptions of children missing in or near your circulation area."

In response, NNA is helping its member newspapers—primarily weeklies and small dailies—to obtain photographs and other information from the National Center for Missing & Exploited Children.

For newspapers that are running pictures of missing children, and for the Associated Press, one of the most difficult tasks is deciding which cases to feature.

Estimates of the number of children missing in the United States vary widely, from the 1.5 million estimated by the national center to the approximately 185,000 listed as missing by the FBI.

Most of the missing "leave home or are kicked out," says the center's executive director, Jay Howell, who estimates that 25,000 to half a million are abducted by parents, and somewhere between 5,000 and 20,000 are kidnapped by strangers for some period of time.

Some editors have expressed concern about running photographs of runaways or children abducted in the course of bitter custody battles, rather than those abducted by strangers.

Currently, the photographs supplied to AP by the national center and Child Find Inc., a private organization, do not include known runaways, says AP's Hansen.

At the present time, the national center is supplying AP only with photographs of children thought to have been abducted by strangers, and whose disappearances are registered with NCIC. AP's photos from Child Find include suspected custodial abductions.

Hansen says AP policy with regard to the photographs is evolving, taking into account the inquiries and suggestions the wire service is receiving from editors around the country.

Editors at some papers are focusing mainly on the disappearances of local children. But activists in the movement to locate missing children say this approach overlooks a key fact: Most of the serious cases involve abductions across state lines, well past the range of local or even state-wide publicity.

"Even if you don't have a child abducted from your community or even your state does not mean you don't have a child living there," says Barbara D. Handley, assistant director of research for the National Child Safety Council.

"We'll just keep doing it. . . . Some day if one kid is found, that's worth it."

Running photographs is not the only way newspapers can help find missing children, according to the national center's Howell.

He says the center has a "desperate need" for news clippings on cases of missing or murdered children—including those who escape their captors or who are found dead. This need is brought about by the lack of a central listing of all missing children, despite the existence of Howell's agency, the FBI's National Crime Information Center, which keeps a computer database of missing persons, and the files of numerous privately funded groups.

"There are hundreds of cases we don't know about that get coverage in local papers," says Howell. "Not a week goes by we do not learn of a case because somebody sends us a news story." The stories can also provide critical clues to finding children who are known to be missing and help remove from the "missing" lists children found dead.

Howell says he wants newspapers to send his agency current and past clippings that might be relevant to the search for missing children. If that appeal does not meet with success, he hopes to enlist volunteers to collect the materials.

Another way newspapers can help is to keep the public informed in its news and opinion columns on legislation affecting missing children, says Howell.

Key pieces of federal legislation were passed in the early 1980s, including the establishment in 1982 of the right of parents to initiate the listing of their missing children on the FBI computer, and the creation in 1984 of the National Center for Missing & Exploited Children.

However, child-safety advocates say there remains much work to be done at the state level. □

Youth carriers have been victims

Much of the concern about missing children hits close to home at newspapers, because of a series of murders and disappearances of young carriers in the last 33 months.

The four murders and two disappearances have resulted in three convictions to date, circulation executives say. In another of the cases, a new trial is under way. The fate of the carriers who disappeared remains a mystery [presstime, Nov. 1984, p. 47].

- James B. Wales—accused of killing and raping 12-year-old Cheri Lindsey, a carrier for The Evening Press of Binghamton, N.Y.—has been convicted. Anthony J. Valenta, The Evening Press circulation promotion manager, says Wales was sentenced in December to a prison term of 33.3 years to life.
- In Phoenix, the first trial of Donald E. Beaty—accused of killing 13-year old Christy Ann Fornoff—ended in a hung jury, according to Donald L. Martz, circulation director of The Phoenix Gazette and The Arizona Republic. She was a carrier for The Gazette. A new trial is under way.
- In Nebraska, the state attorney general's office is looking into the handling of the defense of John J. Joubert, a 21 year-old airman. Joubert pleaded guilty to killing 13-year-old Danny Joe Eberle, a carrier for the Omaha World-Herald.

William L. Donaldson, director of circulation for the World-Herald, says a lawyer who had previously represented the carrier's family had a very minor role in Joubert's defense. The attorney general's office wants to resolve the questions raised by the lawyer's participation before an appeal is filed, Donaldson says. Joubert was sentenced to death, which in Nebraska entails an automatic appeal.

- The disappearances of two Des Moines Register carriers—Eugene Wade Martin and John Gosch—remain unsolved. John M. Miksich, circulation director for the Register, says "the police have just not turned up anything concrete at this point."

Eugene Martin was 13 years old when he was last seen Aug. 12, 1984. John Gosch was a 12-year-old when he disappeared in September 1982.

- Robert W. Golliver was sentenced to serve 41 years to life after being convicted of killing 14-year-old Newsday carrier Christopher Gruhn on Long Island in 1983.

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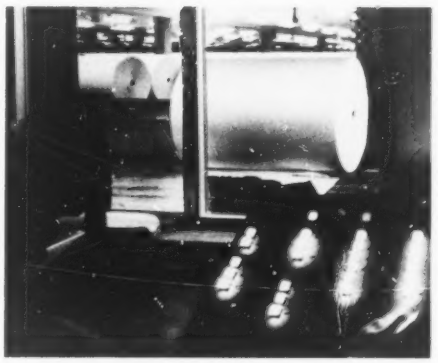

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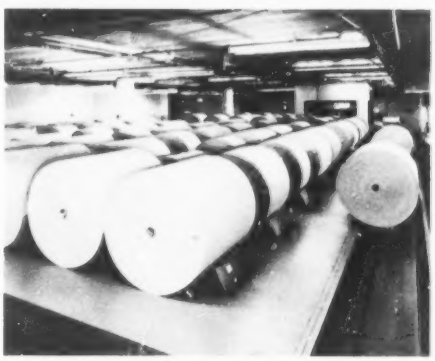

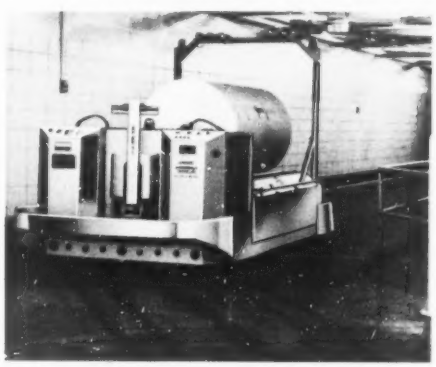

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Hearst President Frank Bennack had the creative ideas that made one of the world's biggest communications companies even bigger.

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Barbara Smith
Art Production Manager, House Beautiful Magazine

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ANPA'S INVENTORS

BY PAUL KRUGLINSKI
presstime technical writer

ANPA is among a handful of trade associations that have their own technical "think tank"—a research and development staff.

With a cadre of experts, numerous laboratories and millions of dollars worth of technical equipment, ANPA has developed various new technologies, leading to the ownership of much "intellectual property," as lawyers like to call patents, copyrights and trademarks.

In all, ANPA holds 19 active patents and copyrights for 11 different technological developments ranging from printing presses to a method of opening the newspaper "jacket" for insertion of sections.

Like inventions in general, some flew nicely while some others never got off the ground. And some of the more successful creations now languish as museum pieces, displaced by later technological advancements.

"ANPA has patents on its inventions," notes Vice President/Technical William D. Rinehart, "to ensure that member newspapers, rather than a particular vendor, have exclusive ownership of any development."

The Association got into the invention business shortly after World War II because the "founders of the former ANPA Research Institute realized that (since 1900) the vendors had done nothing in terms of technical innovations," Rinehart says.

ANPA's technical arm began as the ANPA Research Center, which was a component of the former ANPA/RI and the predecessor of today's Technical Research Department.

Because there were virtually no engineers or scientists working for newspapers immediately after World War II, the Research Center hired chemists, physicists and mechanical engineers lacking experience in the business. That original nucleus of scientists quickly began the process of developing new technologies for newspapers.

The first experiments authorized by the ANPA Board of Directors were aimed at reducing the time required to create metal letterpress plates.

The Research Center's developments ultimately led to Dow Rapid Etch, which was a chemical/mechanical process that reduced from 90 to 20 minutes the time needed to engrave metal plates. The development had broad application in graphic arts generally, and the royalties from it brought several million dollars into ANPA's coffers over a dozen years. The royalties allowed researchers, both Dow Chemical Co. and ANPA, to recoup the costs of research and development.

Another ANPA development that had dramatic effects on the business was "packless mats." Mats were used to make the lead plates for letterpress presses. Before the plate could be formed, though, the relief areas of the mat had to be packed with supporting felt material. Packless mats eliminated this labor-intensive, time-consuming process and allowed newspapers to have later editorial deadlines.

While the patents for these two processes expired long ago, so too has the engraving process itself.

As photocomposition made its move into the newspaper business in the 1960s, the Association began experimenting with ways to allow larger hot-metal newspapers to exploit cold-type technologies.

Those experiments led to the development of plates made with photopolymers—plastics that changed chemical composition when exposed to light. The photopolymer platemaking process eliminated engraving altogether.

"Prior to the expiration of the Dow Etch patents," Rinehart says, "the Research Center started a search for a faster, photo-exposed letterpress plate. This led to a cooperative research program with W.R. Grace & Co. and the first practical photopolymer plate."

During the same period, ANPA invented DiLitho*, a printing process whereby the plates employed in conventional offset printing were used on letterpress units. This process was developed so that smaller circulation newspapers with newer letterpress presses could take advantage of photocomposition and lithographic printing.

Like inventions in general, some flew nicely while some others never got off the ground.

"DiLitho enabled newspapers to use photocomposition and lithography without having to replace their letterpress presses," notes Rinehart.

In the late 1960s and early '70s, ANPA researchers responded to the growing use of advertising supplements at newspapers by turning their attention to the desirability of an on-line inserting machine for preprints.

"The idea was to have machines slip more than one preprint directly into newspapers on the conveyers as they came off the presses at press speeds," says George Cashau, ANPA director/technical research.

The Association received six patents on the equipment that grew out of that research, and the program proved to be a catalyst in the development of the Sheridan 72P inserter—the first of the modern-day inserting machines.

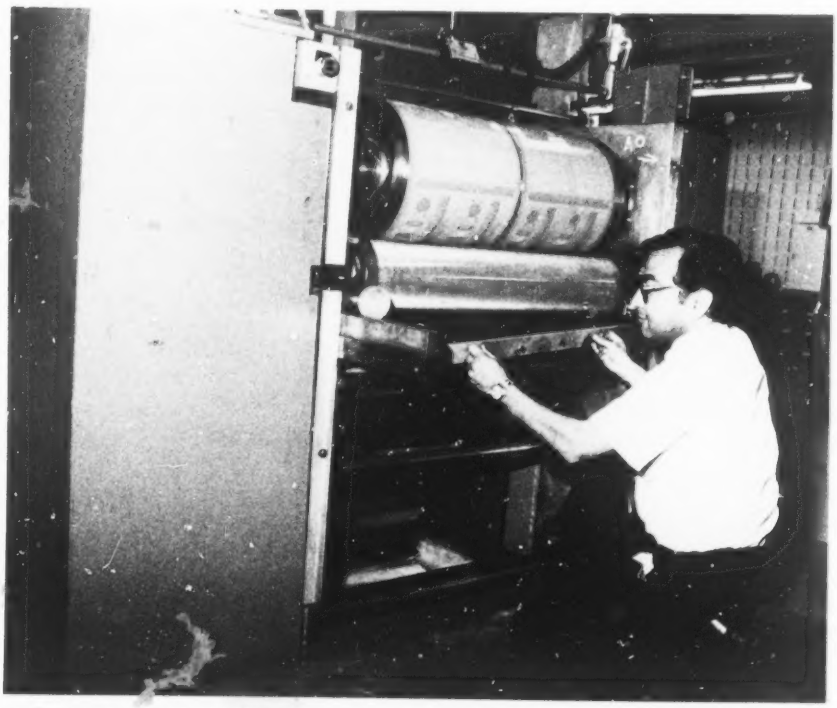
However, despite ANPA's and vendors' attempts to come up with an automated process of stuffing supplements into the newspaper at press speeds, inserting remains a problem area [presstime, March 1985, p. 54].

As the power of computers became evident in the 1970s, members of ANPA technical committees started thinking of ways of electronically laying out whole editions of newspapers. Emerging from the ensuing research was Layout-80*, which is currently used by more than 100 newspapers. Because Layout-80 is software, ANPA has a copyright and a registered trademark, not a patent, on it.

A number of vendors hold licenses for Layout-80 and are making the technology available to newspapers.

No breakthroughs, these. Many of the Association's developments worked but were quickly supplanted by better products the vendors introduced. Some others just didn't fit into everyday situations.

SPUR TECHNOLOGY



Production Engineer Harshad Matalia works on the ANPAPRESS at The Newspaper Center.

For example, the Association developed ANPAVEND™, a theft-proof, single-copy newspaper vending machine. "Everybody wanted, and still wants, a single-copy vending machine," observes Cashau.

Although the machine worked, it required that each copy be cross-stacked. This would have required newspapers to introduce another process in the already complicated mailroom. "It just wasn't practical," Cashau notes.

Another example was a manual web splicer for single-width offset presses. While the device ANPA developed is still functional on presses at The Newspaper Center, Cashau says vendors have marketed better ones.

"A lot of times the things we invent we use for stimuli for other developments," adds Cashau. "What we're trying to do is get newspapers and vendors thinking about and moving toward the future."

Still other developments, while effective products, have shown themselves to be limited in their application. An example is MICROMARK™, an electronic dictionary designed for use on front-end systems. MICROMARK is currently installed at 50 newspapers, but only those with specific Digital Equipment Corp. systems can use it.

Some of ANPA's more recent developments whose futures are still undecided include:

• ANPAPRESS®, which involves several technologies employed in flexography and keyless inking systems, is still in the experimental stages. The Association holds the patents on the anilox inking systems and the ink-well baffles and doctor blades used with them. "Flexographic printing holds great promise providing that several obstacles can be overcome," Rinehart notes.

Japanese and European newspapers are using ANPAPRESS technology on a non-experimental, daily basis with oil-based inks. However, North American newspapers experimenting with flexographic presses using water-based inks must still resolve problems involving the formulation and storage of inks, and the interaction of inks with photopolymer plates.

• ReQueSt-DB™, a teletext system for classified advertising, news and sports information, was recently licensed to the private sector. The technology allows someone with a television set to retrieve information from newspaper databases. The future of this technology remains in question because the future of teletext itself is uncertain.

• ANPA-INK™, a non-petroleum-based ink, is just now completing field testing. Its success is dependent in part on such external factors as the price of crude oil used in making most other inks, and governmental regulations associated with some components of standard ink.

Because the patent process costs $20,000-$25,000, some developments were not patented because it was not deemed worth the effort, according to Rinehart.

And since the development of Dow Rapid Etch, ANPA has gotten out of the business of making money from its developments. ANPA Directors since then have elected to turn the technologies over to vendors with no royalties flowing to the Association. The belief is that high fees and royalties eventually find their way into the prices newspapers pay for products.

"As a general rule," Rinehart says, "the Association makes the patented developments available on a non-exclusive basis to vendors at a nominal fee of $10 per year."

Also, the reasons for the research have more to do with advancing the newspaper business than generating income.

"One side benefit of the ANPA research activity has been the stimulated research and development work by the many vendors supplying the newspaper business," says Rinehart. "Whenever possible, ANPA enters into cooperative research with vendors so that new developments can be made at minimum cost to ANPA members." □

COMMERCIAL PRINTING

Printing advertising circulars and other jobs during the pressroom's downtime can reap big rewards for newspapers. But there are pitfalls.

BY PAUL KRUGLINSKI
presstime technical writer

Publishing newspapers involves using very expensive equipment to produce huge numbers of products in the shortest time possible.

Theoretically, the most efficient newspaper operation might have a multi-million dollar press running only two hours daily. While that may imbue a publisher with pride, the press downtime contributes nothing toward reducing the paper's long-term debt on the equipment.

The economic realities of paying for costly machinery that stands idle much of the day are nudging more newspapers into a related area—commercial printing.

It is an expansion that does not come trouble-free, however.

"A lot of newspapers buy an offset press and think they can do commercial work," says Carl R. Loos, assistant general manager of the Times-Reporter in New Philadelphia, Ohio. "You've got to make a much bigger commitment than that."

While the technologies involved in turning out newspapers and commercial products may appear at first blush to be closely related, these two forms of printing represent different species that frequently do not cohabit well. This becomes particularly true when a newspaper's commercial venture moves from printing other papers and routine ad circulars to more complex preprinted advertising.

The stakes are high. Revenues from commercial printing can be impressive, sometimes exceeding those of the newspaper itself.

But there have been instances in which expanding into the commercial market resulted in financial loss. Experts say that's because some newspapers have found it difficult to deal with the burdens of ordering and storing a plethora of paper stocks, inks and other materials; hiring and managing the specialized personnel needed for commercial printing; and adapting to the different marketing and selling stategies required for commercial accounts.

"For every newspaper you find that's gotten into commercial printing," observes Frederic W. Baker, director/corporate relations for Harris Graphics Corp., "you'll find another that's gotten out of it."

Observers point out that there are fundamental philosophical differences between printing newspapers and commercial products.

Newspapers seek to please many customers, which include all advertisers and readers. In commercial printing, though, generally one client pays the bill.

In addition, while most newspapers endeavor to maintain a level of quality printing, their priority is putting the paper out on time. With commercial printing, scheduling takes a back seat to getting the job done right, notes James J. Rogers, general manager and director of operations of the Oregonian Publishing Co. in Portland.

Because of such differences, many newspapers have divorced the commercial operation from the newspaper itself, usually by setting up a separate division within the company.

Revenues can be impressive, sometimes exceeding those of the newspaper itself.

Precise industry-wide figures are not available, but observers say the number of newspaper companies pursuing commercial printing is growing—in large part because of the boom in free-standing advertising supplements.

And branching out into commercial print is not the exclusive province of smaller newspaper companies. Some large groups, such as Gannett Co. and The Times Mirror Co., also have commercial divisions.

One gauge of newspapers' increased interest in commercial printing is the expanding display of commercial-printing equipment at ANPA's annual Operations Management Conference & Exposition.

Many of the presses that will be shown at this month's show in New Orleans are used more for printing commercial work than for printing newspapers. And the host of color scanners that will be displayed can be cost-justified, in most cases, only by the revenues generated from sources outside the newspaper [presstime, Dec. 1984, p. 8].

The New Orleans Conference also will feature a symposium on "Commercial Printing—Your Tandem Market." (See story, p. 72.)

The age of offset. The introduction in the 1960s of web offset printing at newspapers, particularly at smaller circulation papers, set the stage for increased commercial-printing activity. Offset's improved quality, time savings and cost-effectiveness were the keys.

One of the early converts to offset—and to commercial printing—was The Evening Tribune in Hornell, N.Y. Before the installation of a six-unit Goss Suburban press in 1963, the paper did no commer-

cial work, according to Joseph A. Capozzi, production manager. But the improved printing quality achieved by the offset process led to inquiries about commercial printing possibilities.

Initially, most of the outside work The Evening Tribune took on consisted of advertising circulars for local merchants. As volume grew, the paper in 1965 purchased a four-unit Goss Signature commercial press, with a natural-gas dryer, specifically for its commercial jobs; and within three years, the paper was running the press three shifts a day.

Typically, small newspapers like The Evening Tribune enter the commercial market because of the limited potential for growth of the newspaper alone.

Because circulation over several years was flat, hovering between 17,000 and 18,000 daily, management of The Vineland (N.J.) Times Journal in the early '70s decided to pursue commercial printing.

That decision eventually led to a realignment in the corporate structure. A parent company, Times Graphic Inc., was created to oversee the newspaper and commercial divisions, according to Ronald A. Ortiz, publisher of the Vineland daily and vice president of Times Graphic.

"If a newspaper wants to get into commercial printing," says Ortiz, "it has to make a conscious decision whether to become a commercial printer printing a newspaper, or a newspaper that prints commercial work. That's a fact of life."

Besides printing the six Times Graphic papers, it prints four others it doesn't own—including Women's Wear Daily, a nationally distributed tabloid with a circulation of about 70,000.

Currently, the firm does not produce preprints and advertising circulars; it bids only on newspaper-type products that can be run on its four-unit Goss Metro offset press.

"Your equipment limits your marketing ability," Ortiz says. He adds that more newspapers are entering the commercial market, and "we have to be much more aggressive in the marketplace than we used to be."

The Daily Southtown Economist of Chicago may be the best example of a smaller circulation newspaper (about 35,000) with large commercial clients [presstime, Oct. 1980, p. 38]. It uses eight-unit Goss Metro and eight-unit Goss Urbanite presses to print the Chicago Defender, Pro Football Weekly, and the midwestern editions of The New York Times, The Washington Times and The Christian Science Monitor.

Economist Publisher Bruce Sagan calls his entry into commercial work "an accident" and attributes the paper's success to its "particular geographic location in Chicago," strategically placed to take on regional printing jobs for national newspapers.

Outside commercial work has made it feasible for newspapers to buy state-of-the-art color scanners such as this one The Register of Santa Ana, Calif., purchased from Hell Graphic Systems Inc.

The Southtown Economist is among the newspapers with big commercial operations that have found it advantageous to set up a separate corporate unit for the commercial side.

However, smaller newspapers can pursue some commercial work within the normal corporate structure, so long as they limit the jobs they take on and "utilize the press time without adding any overtime," says John J. Ford, ANPA manager of technical services.

Ford says newspapers can safely do the typesetting, camera work and printing for such commercial products as weeklies, school newspapers and advertising circulars, or products that "fit into the newspaper's own operation."

Frequently, these are small runs that can be easily handled around the newspaper's production and preventive-maintenance schedules. But "when you get into long-run (commercial work)," he says, "you're asking for trouble."

"We have to be much more aggressive in the marketplace than we used to be."

The Clinton (Iowa) Herald has successfully incorporated commercial work into its newspaper operations by splitting its Goss Urbanite press into two lines, says Jack J. Dermody, general manager. The paper has one four-unit line and another of five units, allowing the firm "to run our commercial work independent of our newspaper operation," Dermody says. Only accounting is separated within the operation.

Billion dollar market. Just as the conversion to offset printing made it possible for newspapers to go after commercial printing jobs, the development of so-called "heatset offset" presses made the commercial field much more lucrative.

Heatset offset presses employ a dryer positioned between the press line and the folder. As the web leaves the printing units and enters the dryer, it is subjected to high temperatures which "set" the inks onto the paper. The result is a much higher quality printed product, with crisp images and without ink smears.

Today, it is estimated that 60 percent of the nearly 50 billion preprints produced by the offset method are printed on heatset presses. The revenues from printing those inserts now are about $1 billion annually, according to the U.S. Department of Commerce.

Given the trend to heatset offset and the revenue potential involved, some newspapers are themselves now purchasing heatset offset presses.

In 1982, The Times-Reporter in New Philadelphia purchased an eight-unit Goss HV heatset offset press. Assistant General Manager Loos, who is also business manager of the Ohio daily's Midwest Offset commercial-printing division, says it did so to hang on to a decade-old printing account for K mart supplements. "If you didn't print heatset, you didn't run K mart. It was a simple as that," Loos says.

The firm also produces the television supplement for The Plain Dealer in Cleveland and handles the printing, inserting, labeling and mailing of TMC products for several other newspapers. The New Philadelphia plant has a state-of-the-art bindery with stitching, trimming, inserting and labeling equipment.

"We're not competing with other newspapers," observes Loos, "we're competing with the Treasure Chests (commercial printers) and Advos (direct mailers)."

Revenue from commercial printing, about $10 million last year, now exceeds those of the Times-Reporter, Loos says, and he expects it to reach $20 million in five years. Midwest Offset is currently planning a 27,000-square-foot expansion project to accommodate the expected growth.

The News-Journal of Daytona Beach, Fla., is also building a new plant for its commercial operation, which is 12 years old, says Tippen Davidson, vice president/general manager.

The building will house the three heatset offset presses the paper now owns plus two more it is buying. While the commercial operation is growing, Davidson says, both the paper's advertising and circulation bases also are increasing, and revenues from the Daytona Beach daily are twice that of the commercial-printing venture.

His paper's commercial operation specializes in preprints, magazines, magazine covers, catalogues and specialty advertising.

Davidson considers the preprint market "funny" and "unusual" within the context of most commercial printing. The growth of preprints has so overburdened commerical printers that it has led to uncharacteristic behavior. "It's the only facet of commercial printing where your competitors call you up and offer you work," he says.

One way a newspaper can diversify into commercial printing is by acquiring an existing commercial-printing firm, as another Florida newspaper company did about eight years ago. The St. Petersburg Times and Evening Independent purchased Modern Graphic Arts, a local printer of brochures, catalogues, magazines and other high-quality four-color work.

"Commercial printing is as competitive as the gas-station business."

The operation has been a growing enterprise, according to V. Donald Rebholz, manager of technical development for the parent Times Publishing Co.

Likewise, Quebecor Inc., publisher of dailies and weeklies in Canada, purchased a majority interest in Pendell Printing Inc. of Midland, Mich.

Pitfalls and problems. The downside of commercial printing, according to publishers of newspapers that are engaged in it, is encountering situations and problems that are alien to traditional newspapering. Commercial printing also requires a different type of business acumen.

General managers say the quality expected, inventory of materials and salesmanship for commercial work vary considerably from a newspaper operation.

While newspapers have always been conscious of advertisers' desire for quality printing—and the recent industrywide drive is emphasizing quality more than ever before—newspapers, not the advertisers, still set the quality standards.

When it comes to preprints, though, the advertiser has total control over quality: If the quality is deemed inferior, the advertiser doesn't have to accept or pay for the job.

"If you don't print quality, you don't keep customers for long," says Ray Maly, president of the Columbian Printing Co. and vice president/operations for The Columbian in Vancouver, Wash.

Unlike most newspaper markets, commercial printing is a highly competitive business. "Most people at newspapers don't realize that the commercial printing industry is as competitive as the gas-station business," says Rebholz of the Times Publishing Co.

The near obsession for top quality in commercial printing can strain a newspaper's operations and resources. Advertisers have been known, for instance, to spend literally hours examining samples of a commercial job before giving approval for a press run. The waste-paper factor on commercial press runs can be two to four times that of a four-color edition of a newspaper.

For these reasons, general managers tend to employ commercial production personnel who are more critical, patient and exacting in their work. And, with few exceptions, they tend to keep the newspaper and commercial pressmen separated: Commercial pressmen may assist with the newspaper's run, but newspaper pressmen seldom work on the commercial presses. In the prepress departments—stripping, camera, platemaking—newspapers doing commercial work usually assign their best people to it.

"You have to have competent people at all times," says Maly, "because you're competing with other commercial printers."

Controlling inventories, particularly the paper stocks, is not a serious problem for commercial operations such as those of The Daily Southtown Economist and the Clinton Herald. Generally, they use newsprint exclusively and only in a few widths. What isn't used for one press run can be applied to another.

It's another story for heatset commercial work. Clients can choose from stocks with different weights, widths and finishes; frequently, each client will want a different type of paper.

The same applies to inks. Any number of several hundred inks may be required for any job. While some jobs may call for AdLitho® inks, others could require "scratch" inks that give off a prefume scent.

This taxes operations in two ways: First, it forces the newspaper to employ someone to estimate accurately the materials needed for all jobs. Frequently, the profit margin will depend on how well that person can project costs. Secondly, if the commercial operation is fairly sophisticated, large inventories have to be maintained—usually with the help of a computer.

"You have to run tight and efficiently," says Maly of The Columbian, which stocks web widths in 30 sizes. "You have to have a handle on costs."

The sales dimension of commercial printing also differs considerably. General managers say a newspaper beginning a commercial venture could use its display advertising staff to do some sales. But as the operation grows, the sales staffs should be separated, they say.

"The printing salesman is targeting a different market," says Rebholz. "Every

commercial job that comes in is a custom job."

And whereas selling ROP ads does not mandate that sales personnel be intimately familiar with the newspaper's press, the commercial salesman must know the capabilities and limitations of the equipment. Many commercial jobs will have perforations, adhesive envelopes and special folds. The salesman lacking the technical expertise may sell a job the newspaper can't deliver.

"The person who sells commercial printing has got to be a technical expert," says Daytona's Davidson. "It takes a lot of day-to-day management and expertise" to be successful with commercial printing.

There are other problems, too. It is not uncommon for a commercial client to change a job several times, even on the day of the press run. The commercial operation must have schedules flexible enough to allow for such changes.

The Columbian schedules commercial work six months in advance and updates that schedule daily, Maly says. "We change our press schedules four or five times a day."

"We feel we are just scratching the surface of the market right now."

Commercial printers can't run corrections the way newspapers can. Once a number fall off a paste up, Loos recalls, and the job was printed with the error. To correct it, Midwest Offset had to buy advertising space in the major dailies serving the markets in which the preprint had been distributed.

Also, because of the huge waste factor involved in printing to such meticulous standards, newspapers have had to establish ways of getting rid of the huge amount of waste paper generated in commercial operations [presstime, March 1985, p. 62].

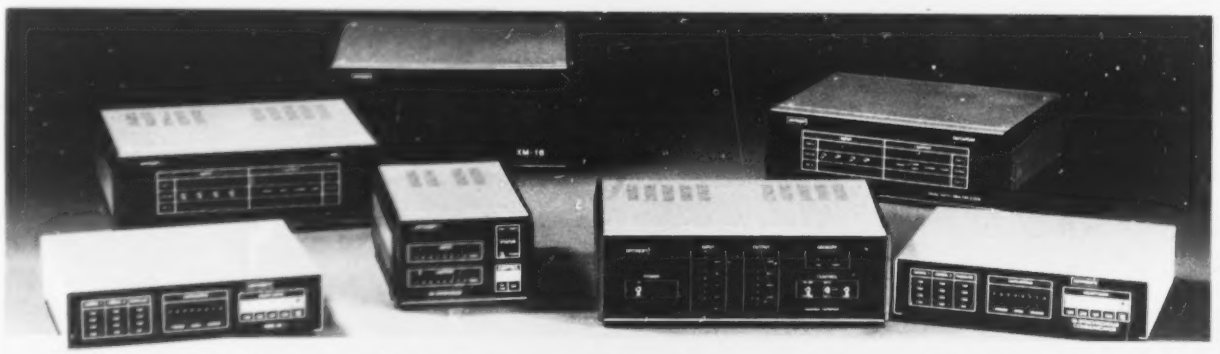
One benefit of the emphasis on printing quality for commercial work is the spill-over effect it can have on newspaper operations. Rogers reports that The Oregonian's quality has improved because of its involvement in commercial printing.

The Oregonian's latest expansion into the commercial field entailed the purchase in March 1984 of a Harris Graphics NC400 heatset offset press. And the story behind that model of press buttresses the view of most observers that despite the problems associated with commercial printing, newspapers will continue to become increasingly involved in it.

The NC400 was designed for use both as a newspaper press and as a commercial press, according to Sid McDonald, manager of North American sales/Commercial Press Division of Harris Graphics.

Another major press manufacturer, Goss, has re-engineered presses originally designed for newspaper production to make them suitable for commercial work.

"We feel we are just scratching the surface of the market," says Patrick T. Cassady, Goss national sales manager/single-width products, "and there is potential for much more business." □



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SAUs

Advertisers love them, but standard ad sizes have not produced notable increases in advertising expenditures in newspapers

BY MARGARET GENOVESE
presstime staff writer

Despite being unable to point to any increases in advertising directly attributable to the expanded Standard Advertising Unit system, newspaper advertising executives consider the project a success.

"It's probably been one of the best things that the News and the newspaper industry have done in many years," says William C. DeTine, general advertising sales manager of The Buffalo News.

As the one-year anniversary of the expanded SAU® system in the United States approaches, Canadian newspapers are gearing up to implement their own system, called Canadian Newspaper Units, on Oct. 1. (See story, facing page.)

The SAU system implemented last July 1 called for newspapers voluntarily to adopt a 13-inch-wide page with a six-column advertising format. It also called for use of the inch as the unit of vertical measure of advertising, replacing the line [presstime, June 1984, p. 46].

Previously, newspapers had a wide variety of page widths and formats, making it impossible for advertisers to make up one ad that would fit perfectly in all newspapers. An earlier version of the SAU system provided a set of advertising units that were a compromise among the different newspaper sizes.

The entire effort was designed to assist multimarket advertisers and their ad agencies—to remove "the hassle element," as Charles M. Kinsolving Jr., vice president marketing/new technology for the Newspaper Advertising Bureau, puts it.

In that respect, the program has scored a direct hit.

"It's much more convenient for me," says Mary Ellen Seacrest, media buyer for J.H. Lewis Advertising in Birmingham, citing the ease of figuring the cost of an ad campaign. "I love it."

"I think it is one of the most marvelous things that has happened to print advertising," says Bobbie B. Spencer, vice president/media director for Enlin & Hall, a Tampa ad agency. She says the size consistency improves quality control for the agency and saves money for clients who do not have to foot the bill for multiple "mechanicals"—the pasted-up boards from which phototypeset "slicks" are made.

In a business seldom marked by unanimity, SAUs have probably come as close to universal acceptance as possible in so short a period.

At the end of 1984, NAB had counted 1,396 daily newspapers, out of the total 1,688, in total conformity, with another 198 dailies saying they would accept advertising in SAU sizes. Since then, another 20 newspapers have converted, according to Kinsolving.

"These papers, in the aggregate, account for 99 percent of all daily circulation," he says. "There is no reason not to say it is unanimous."

However, weeklies have not been as quick to embrace the system. By this spring, 52 percent of the approximately 7,000 weekies represented by American Newspaper Representatives had adopted the SAU specifications, according to James F. Langdon, president of ANR, a firm that represents weeklies and small dailies to national advertisers.

"Weeklies by nature are smaller, community newspapers," says Langdon. "They don't receive as much national advertising as dailies, and I think, logically, they are going to be a little slower in adopting the measurement. But I think, over time, more and more will convert to it."

No panacea. When the standardized format was proposed, it was described not only as a means of benefitting advertisers, but also as something that would lead to an improvement in newspapers' ad performance.

"Many of us believe that newspapers stand on the threshold of a great opportunity—an opportunity to serve our advertisers better and thus to increase our share of advertising dollars," wrote the chairmen of ANPA and NAB in a 1983 letter to publishers soliciting their views on the proposal.

However, in 1984, although expenditures in daily newspapers for national and retail advertising rose, daily newspapers' share of expenditures for both categories declined—

DeTine and Buffalo News promotion coordinator Linda Meyer examine SAU promotional materials.

from 6.4 percent to 6.1 percent for national, according to the McCann-Erickson Inc. ad agency; and from 43.3 percent to 42.7 for retail, according to NAB. [See story, p. 66.]

And ad agency personnel, however thrilled they are about SAUs, say it has not caused them to increase their newspaper advertising.

"Just because they've changed the system hasn't made me buy any more than I would have been buying," says Charlotte Rotstein, media planner for Foote, Cone & Belding in Chicago, who believes that media buying is not based on ease of ad placement but on the needs of the client.

Even before SAUs, "I wouldn't say we influenced clients away from newspapers because they were harder to work with," adds Laurie G. Houg, media director for E.B. Lane & Associates Inc. of Phoenix.

Mirroring the comments of the ad agencies, newspaper advertising executives say they cannot identify any advertising increases stemming from the new standardization. But they are not disappointed in the system.

"Certainly, the relationship with the advertisers is better," says Kendall L. Somers, advertising director for Newspaper Printing Co., the advertising sales agent for the Tulsa (Okla.) World and The Tulsa Tribune. And, he adds: "Any time that you can improve your relationship with the advertiser, you have an opportunity to sell him more advertising."

He did not expect any "radical" increase in space sales because of SAUs, anyway, says R.E. Moore, general advertising manager for Greater Philadelphia Newspapers, a three-newspaper division of the Calkins Newspapers group. "I don't think there is any strong relation between the two. . . . It's more of a convenience thing."

But Moore believes that "what is good for the agencies and national advertisers has got to be good for newspapers at some point in time."

This position is echoed by Leo Bogart, executive vice president and general manager of NAB.

"I think that this whole business of trying to relate cause and effect in a field where you have so many complicated factors at work is a very fruitless one," says Bogart. "It would have been naive at any point to suggest that with all of the considerations that an advertiser has in mind when he decides how much money to spend and where, that something like the SAU would suddenly convince him to increase his newspaper investment by a given amount."

The newspaper industry will see the results of the switch to SAUs "over time" in combination with the other steps it has taken, including NEWSPLAN discounts and standardized audience research, Bogart says.

Now that the SAU system is in full swing, the NAB's Kinsolving says there are a number of other things newspapers should do in the same spirit, including:

- Standardizing classified advertising, or at least classified display format
- Standardizing or eliminating policies that require minimum volumes for color advertising purchases
- Standardizing "rate breaks" (the levels of advertising volume at which volume discounts apply)
- Standardizing the size and shape of television log books
- Refining the standardized invoice elements recommended by the International Newspaper Financial Executives. □

Canada is standardizing, too

Like the SAU® system, the Canadian Newspaper Units system uses a six-column format and a 13-inch-wide page for broadsheet newspapers.

However, the CNU (pronounced "canoe") system differs from its U.S. counterpart in that it does not use the inch to measure depth.

Instead, the page is divided into 60 equal "modular units," each one measuring one column by 30 agate lines. The system also retains the agate line (renamed the "modular agate line") for advertisers who do not want to purchase space by the unit.

Billing will be done in modular agate lines.

Tabloid newspapers are asked to use a five-column format and a 10¼-inch-wide page under the system.

The system was developed by a task force of the Canadian Daily Newspaper Publishers Association in cooperation with other newspaper and advertising organizations.

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Newspapers provide job opportunities to the HANDICAPPED

BY CLARK NEWSOM
presstime labor writer

During the hot-metal era of printing, newspapers were among the largest employers of the handicapped because, historically, state schools for the deaf trained their students to work as printers in newspaper composing rooms.

With the switch from hot-metal linecasters to cold type over the past two decades, and the large reduction in printers that followed, the newspaper business can no longer claim to be a leader in the hiring of the handicapped.

But many newspapers still do have handicapped persons on their rolls and, like many other businesses, newspaper companies are beginning to make efforts to hire more people with various physical and mental disabilities.

Much of the growing awareness that the handicapped should be included in affirmative action hiring programs along with women and minorities stems from state and local bans on hiring discrimination and, on the national level, from the President's Committee on Employment of the Handicapped. Among other things, the committee sponsors a Job Accommodation Network that operates a national hotline (800-JAN-PCEH) for employers who need information about accommodating disabled employees.

According to the U.S. Census Bureau, there are about 13 million disabled people in the work force—3.7 percent of the total.

Although their numbers are dwindling, deaf printers still make up the largest single element of handicapped employees at newspapers. They were originally attracted to printing because instructions for a particular job usually are in writing and little verbal communication is involved, notes Richard S. Elliott, senior career opportunities advisor of the National Center on Employment of the Deaf, a division of the Rochester Institute of Technology.

Elliott says that deaf workers are especially productive because they concentrate on quality and are not easily distracted. But many RIT graduates with associate degrees in the printing production program are going to work nowadays at commercial printing companies. Few are becoming newspaper printers, he notes.

Yet many remain from the earlier printing era at newspapers. For example, the Arkansas Gazette in Little Rock has five deaf printers in the composing room, the Wichita (Kan.) Eagle-Beacon has nine deaf people working in prepress areas—camera, platemaking and composing.

"We've had deaf printers at the newspaper for many years," says Eagle-Beacon Prepress Manager Robert W. Hoch, "and on the whole, their contribution is every bit as valuable as other employees."

At The Washington Post, the number of deaf printers has dropped from about 150 in 1974 to about 80 today, reports General Foreman Earnest T. Smith. The reduction occurred through natural attrition and cash incentives offered for early retirement. The large number of deaf printers at the Post resulted in part from its proximity to Gallaudet College in Washington, the world's only liberal arts college for deaf people, which attracted deaf persons from other parts of the country. When some of them found they could get jobs at the Post, they elected to work there rather than attend school. Others worked as substitute printers while attending the college, Smith says.

Affirmative action programs have greatly expanded the types if not the numbers of disabled persons now working at newspapers.

Gannett Co.'s affirmative action program encompasses the employment of the handicapped, notes Shirley E. Dilsworth, manager/equal employment opportunity. She says work environments are modified where possible to provide

Blair Kamstra

Intern Don Collins became adept at using a VDT at The Idaho Statesman.

employment opportunities for handicapped persons.

Douglas C. Harris, vice president/personnel for Knight-Ridder Newspapers Inc., says it is also his company's policy to hire the handicapped. "We do affirmatively hire," he says, and handicapped applicants are eligible for any job they can perform. At many of the company's newspapers, free physical examinations are given prospective employees to determine whether they can perform certain jobs.

At The Patriot Ledger in Quincy, Mass., there is a written policy stating that the company will "ensure equal employment opportunity to all individuals without regard to race, color, religion, physical or mental handicap, sex, age or national origin."

At the St. Petersburg Times and Evening Independent, Personnel Manager Allen R. Dwyer says, "We have always hired the handicapped and a statement to that effect will be included in the next printing of our personnel manual."

Individual efforts. These and similar commitments—despite the relatively small numbers involved—have furnished some success stories involving newspapers and the handicapped.

The Fort Worth Star-Telegram was recently cited as "Employer of the Year" by the Texas State Commission for the Blind.

Elizabeth D. Campbell, blind since birth, has been working at the Star-Telegram as an editorial assistant since her graduation a year ago from the Department of Journalism at Baylor University in Waco, Texas. She is currently assigned to the religion beat, "training for reporter," she says.

Campbell writes her stories on an Apple IIe with an Echo II speech synthesizer. She also uses a portable VersaBraille terminal, with a 20-character Braille display window, that she can take on interviews. The two terminals can be connected and stories sent to an editor by telephone modem.

"The paper has been very, very helpful and supportive when I have technical problems," Campbell says.

Loyal N. Gould, chairman of Baylor's journalism department, notes that Campbell was named outstanding graduate. "Her hearing is highly developed," Gould says. "She would notice so many things that the rest of us didn't."

The Fort Worth paper, which is owned by Capital Cities Communications, also employs another sightless person in the circulation department as a verifier of subscriptions.

Fort Worth Star-Telegram's Campbell, blind since birth, helps cover the religion beat.

In addition, it has two paraplegics working in the circulation department as customer service representatives.

Also in Texas, there is a 24-year-old blind carrier, Randy Clutter, delivering the Austin American-Statesman on an apartment route.

The Morning News and Evening Journal in Wilmington, Del., have agreed to serve as on-the-job training sites for the Delaware Elwyn Institute, part of a national rehabilitation organization that trains and counsels the handicapped. The Gannett Foundation was among those contributing to the construction of the Delaware rehabilitation center.

Barrows' guide dog rests comfortably in The Hartford Courant's newsroom.

So far, the Wilmington dailies have had three trainees with hearing and speech problems working in the accounting and building maintenance departments, reports Charles E. Smith Jr., director of human resources. The trainees, who are paid by the institute, undergo extensive training at the institute's facility before they are referred to Gannett or another participating company.

"We feel strongly that we're providing important and meaningful work experiences for these people," Smith says. "They get experience in everyday work responsibilities." That includes, he says, arriving at work on time, following directions, completing tasks and assignments, and getting along with people. "So many things we take for granted, for them it can be very difficult. My experience has been that these people are oftentimes more dependable and reliable than you might expect."

An employee of another Gannett paper, the Reno Gazette-Journal, was named Nevada's Female Handicapped Employee of the Year in 1984. Lisa A. Kaskie, who has a progressive neuromuscular disorder and cannot walk without using crutches, works part-time during the week as a business office clerk-cashier and weekends as the newspaper's switchboard operator. She is a 21-year-old junior at the University of Nevada-Reno.

Last summer, The Idaho Statesman in Boise employed a quadraplegic in the newsroom as an intern. He operated a special video display terminal at a work station of his own design, according to executives of the Gannett daily.

Newspapers in The Times Mirror Co. group, such as Newsday, The Hartford Courant and the Los Angeles Times, are also active in helping handicapped people lead useful, productive lives.

Daniel V. Mannix, director of employee relations for Newsday, reports that the Long Island, N.Y., newspaper has a dozen employees who have learning disabilities. A blind employee of the Hartford daily works full-time in the newsroom as a staff assistant. Blind since birth, Brad Barrows operates the switchboard, takes and types messages at 70 words a minute, and files them in reporters' mail slots. He was hired as a part-time employee in 1983.

The Los Angeles Times has had a blind employee in the news department since 1973. Mike Leon works as a news transcriber, typing stories from audio tapes onto a video display terminal. "He's one of the best spellers we have," says Assistant Managing Editor Ted Weegar.

Also at the Times, Kenneth F. Chevis,

director of information systems, is working with a non-profit organization called LIFT for the possible permanent employment of a severely handicapped person in a wheelchair to work as a programmer in the data processing department. Now involved in a special program at the newspaper, the handicapped person "is extremely intelligent and creative and does fine work in the programming area," Chevis says. A decision will be made soon on whether to offer him full-time employment, Chevis says.

Legal, union considerations. Some of the things newspapers have done in hiring and providing for the handicapped grew out of increased activity among lawmakers at the state and local levels.

Laws governing the hiring of the disabled vary from state to state and locality to locality. All but a handful of the states now have fair-employment-practices laws forbidding bias based on a handicap.

The Oregonian, for instance, has an affirmative action agreement with the city of Portland that includes a commitment to hire the handicapped whenever possible.

"We feel strongly that we're providing important and meaningful work experiences."

The Newhouse newspaper recently hired a blind person for the circulation telephone sales department. "He's doing a fabulous job," reports Personnel Manager Frank E. Lesage. The company also installed electronic devices to enable employees in wheelchairs to open doors.

To comply with local ordinances or through voluntary initiative, The Oregonian and many other newspapers have taken the handicapped into consideration when they built new facilities.

Newsday's plant, opened in October 1979, has special ramp, toilet and parking facilities for the handicapped.

All areas of The Calgary (Alberta) Herald's plant are accessible to the handicapped. "It was a feature in the planning of the building," notes H.O. Thomasson, vice president/human resources for Southam Inc., who was general manager of the Southam-owned Herald when the new plant opened in 1981.

New plants are not the only ones where the handicapped have been taken into account. The New York Times, for example, has modified toilet facilities in its plant and made special provisions for the handicapped when a new computerized elevator system was installed.

There is no federal law in the United States prohibiting discrimination against handicapped people, except as affects the federal government and firms doing business with the government.

In Canada, on the other hand, the new constitution (known as the Charter of Rights and Freedoms) states that every individual is "equal before and under the law and has the right to the equal protection and equal benefit of the law without discrimination and, in particular, without discrimination based on race, national or ethnic origin, color, religion, sex, age *or mental or physical disability* (italics added)."

The application of this provision on disability was discussed at a recent employee relations seminar sponsored by the Canadian Daily Newspaper Publishers Association. This is reportedly the first time any country has entrenched such rights in a constitution as opposed to conventional legislation.

"There is a lot of awareness of it," says Southam's Thomasson. "The lawyers tell us that everything must be based on ability to do the job."

Bars to discrimination against the handicapped are contained in at least three labor agreements with The Newspaper Guild—at The Seattle Times, The Sacramento Bee and The Enterprise of Brockton, Mass. The Guild contract at the latter states: "The publisher agrees not to discriminate against employees in the bargaining unit in violation of applicable laws prohibiting discrimination on account of race, religion, creed, sex, age, national origin or handicap."

Joyce D. Miller, an AFL-CIO vice president, says such collective bargaining offers an opportunity for "creative collaboration" between management and labor on ways to assist the disabled. □

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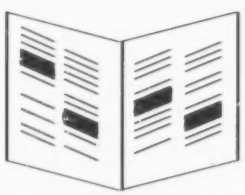

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Mebane continues: "Goss technology allowed both ease of installation and retention of the substructures and other components of the letterpresses we replaced. And there's still room for four more offset replacement units, assuring our production capacity into the 1990s."

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William Hilliard

Once denied a paper route, now he's the editor

BY MARCIA RUTH
presstime staff writer

"Low key" and "low profile" are the first words that come to mind when one watches him work. It takes a little longer to see why he is also described as "strong-minded . . . strong-willed." And invariably, the word "integrity" rises to the top of the list when people describe William Arthur Hilliard, executive editor of The Oregonian in Portland.

"He can walk through a room without knocking people over, but the more you know him, the more impressed you are," says James B. King, executive editor and vice president of The Seattle Times.

One of the few journalists actually to make the legendary climb to top editor at the same newspaper where he started as an office boy, Hilliard is also one of a handful of blacks in top editorial positions at major metropolitan dailies.

Unassuming he may be, but the superlatives flow easily from people who work with him. And co-workers are quick to point out the double nature of his talent. "He has excellent newspaper and human judgments in dealing with the issues of the day as well as with people—folks in the community," says Assistant Managing Editor Judson Randall, who has worked with Hilliard for 16 of the 33 years Hilliard has been at The Oregonian.

Biweekly "brown bag" lunches where community leaders sit in on story conferences, and seminars at which such leaders are invited to speak to The Oregonian's staff, are part of Hilliard's down-to-earth leadership style.

So is his demand that reporters focus their attention on more than their specific beats. "I want them to be aware of the community," he says, and advises: "Don't live in one section of town and have no idea of what goes on in another. If you're worth your salt, on the weekend get out there and look around."

Hilliard adds that observation is not enough: Journalists should also participate in community affairs. "Newspaper people should be among the most knowledgeable in our community," he says, "and in order to be knowledgeable, you have to be part of something from time to time." However, Hilliard recognizes the potential for real or perceived conflicts of interest, and says journalists must be selective in their community involvement.

Hilliard's long-term commitment outside of The Oregonian is to the National Urban League, including six years on its board of trustees and two years as chairman of the league's annual conference.

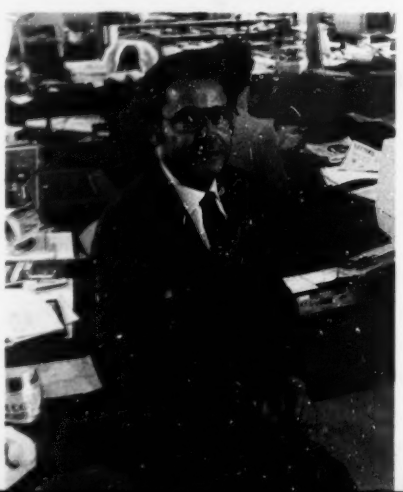
He is also likely to show up at an elementary school and enter into a dialogue with fourth-grade students.

Such policies have "brought a humaneness to the newsroom," says News Editor John M. Harvey. "I think we're not as hard-hearted when we're doing stories. I think we stop and think, 'How will this affect the people involved?'"

Hilliard's managerial and organizational skills helped smooth the way when the competitive news operations of the evening Oregon Journal and The Oregonian, then a morning paper, were merged in 1982. The result of that merger, the all-day Oregonian (circulation 309,395), has a newsroom staff of close to 300—the second largest in the West, after the Los Angeles Times.

Since the merger, Hilliard has orchestrated a major renovation of the 134-year-old Oregonian, adding zoned editions, developing new special sections, revamping the Sunday magazine and modernizing the graphics.

"If we are putting out a good paper today, he's (Hilliard's) the one responsible for it," says Fred A. Stickel, president and publisher of the Newhouse Newspapers-owned Oregonian.



At 58, Hilliard is a survivor of far more radical changes at The Oregonian and in the city where he has lived since 1936.

Hilliard, whose mother was a domestic worker and whose step-father was a laborer, grew up in a society where he "couldn't bowl in the bowling alley . . . swim in the pools . . . eat in the restaurants . . . sit in the corner drugstore and have a Coke."

Although his childhood neighborhood in Portland was integrated—he started a mimeographed paper there—he was turned down because of his race when he sought an Oregonian paper route.

And when he got to the University of Oregon, a journalism professor told him there would be no jobs for blacks on a "white" newspaper, and that black newspapers weren't up to Hilliard's standards. The professor suggested that he consider another field.

Determined to pursue the only career he ever really considered, he transferred to Pacific University in Forest Grove, Ore., near Portland, where he graduated with a bachelor's degree in journalism in 1952.

An avid reader of black newspapers from cities like Chicago, Pittsburgh and Norfolk, Va., "I knew there were blacks who wrote well and did well in a segregated society," so he published a black paper of his own—the Portland Challenger—from 1951 to 1953.

Shortly after his graduation from college, the young publisher was hired as an "office boy" at The Oregonian. Hilliard moved quickly to the sports department where he became the paper's first black staff writer, then to general assignment reporting. For 17 years he covered a wide range of subjects—religion, politics, culture, police, city hall—and worked as a picture editor. When in his mid-40s, he started to rise "up through the chairs"—city editor in 1971, assistant managing editor in 1975, executive editor in 1982.

As a reporter, Hilliard prodded The Oregonian to cover the civil rights struggles of the '60s. Told there were not enough blacks in Portland to justify sending reporters to cover unfolding events in the South, he convinced his editors it was the whites who needed to understand.

Now, as an editor, he says he is focusing on hiring more minority journalists. Currently, they comprise only about 4 percent of The Oregonian's news staff, while Portland's minority population has risen to about 10 percent. "We have to do better than we're doing," he says.

Hilliard, who is divorced and has three grown children, lives in Portland, less than 10 miles from the neighborhood where he grew up. □

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There's encouraging news about newspapers' credibility, and it's in a surprising location

BY PHILIP MEYER

That long, painful decline of public trust in newspapers has turned around. The public image of the press has reached a five-year high. On the key attributes that are the most important to editors---accuracy, completeness and trustworthiness—the adults who say good things about their newspapers far outnumber those with bad things to say.

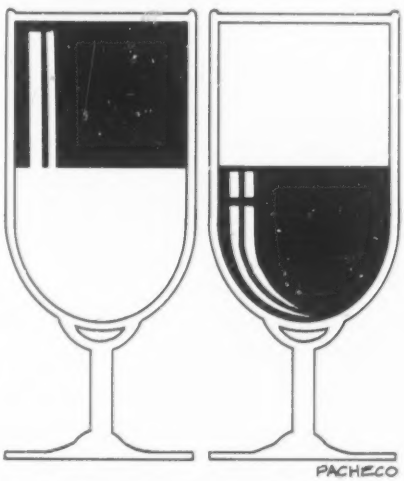
And, perhaps most encouraging of all, even those people who have a dour view of the press in general tend to respect the papers they read most often.

Stunning new results from yet another megabucks survey? Well, not exactly. This information comes from the study, "Newspaper Credibility: Building Reader Trust" which was the highlight of the April meeting of the American Society of Newspaper Editors. That's right: The same study that produced all those mea culpas, hair shirts and newspaper headlines about eroding public confidence in our industry contains a heartening bundle of good news.

It is the old problem of the half-empty, half-full glass. The empty half is in fashion right now, and so it is easy to ignore the full half. But the data which MORI Research Inc. collected for ASNE are rich with encouraging findings.

Foremost among the good tidings is the sharp break in the trend line. The MORI survey replicated the Louis Harris question on confidence in the people running the press. This question has been asked by Harris since 1966 [presstime, Feb. 1983, p. 4] and by the National Opinion Research Center since 1973 and is the chief source of trend data on credibility. Respondents choose between expressing "a great deal," "some," or "hardly any" confidence in the people running various institutions, including "the press."

The slide started in 1980, the last year of the Carter administration. From then on, the people with "hardly any" confidence in the press outnumbered those with "a great deal" of confidence. In the NORC survey, the low point for press credibility was 1983, when the "hardly any" group outnumbered the "great deal" segment by 10 percentage points.



Is the glass half-empty or half-full?

In the spring of 1984, that gap shrank to six points. The good news from MORI is that it dwindled rapidly after that, reaching an insignificant fraction of a percentage point with more than 23 percent expressing a great deal of confidence in the press and a bit less than 24 percent claiming hardly any confidence.

Confirmation of that good news will have to await the 1985 NORC report, which uses face-to-face interviews conducted in February, March and April. [MORI asked the question by telephone in the Christmas season. It might have made respondents uncommonly jolly.] Meanwhile, there is reason to hope.

One of MORI Research's major contributions is that it went behind this off-the-shelf question to find out what people really mean when they mention "the press." It turns out that a lot of non-newspaper dislikes contaminate that record. Some publishers, such as Creed Black of the Lexington [Ky.] Herald-Leader, have voiced this suspicion, and now there is evidence to support it.

The MORI interviewers asked their respondents to tell them what they think of when they hear the term "the press." Some did not differentiate the press from media in general. A few mentioned magazines and other kinds of print media.

Anticipating such a reaction, MORI made an addition to the list of institutions it asked about. After people had rated TV, the press, banks, and others, they were asked about "newspapers in general." And newspapers turned out to be considerably better liked than "the press." Respondents with a great deal of confidence outnumbered the low-confidence group by 10 percentage points.

Even newspapers' hard-core detractors mellowed when they were asked about a specific newspaper—the one they read most often. Asked to rate that newspaper on a 5-point scale ranging from "can be trusted" to "can't be trusted," these supposed newspaper haters tilted to the favorable side. Nearly twice as many [37 percent] gave positive ratings as gave negative ratings [19 percent]. The rest were neutral.

The nasty headlines emanating from the April ASNE meeting picked up on the lead of the printed report, which announced that "three-fourths of all adults have some problem with the credibility of the media. . . ." That sounds like a heavy vote of no-confidence, but the data behind that horrendous figure deal with issues that are tangential to the issue of credibility.

Philip Meyer is the William Rand Kenan Jr. professor of journalism at the University of North Carolina at Chapel Hill. He conducted his own analysis of the MORI data for presstime.

Backup for the statement that three-fourths have a problem consists of such groups as the 78 percent who agreed that most news reporters don't worry much about hurting people, and the 71 percent who said that a person's right to a fair trial is more important than the public's right to be informed.

These attitudes, while important, are not central to the question of whether newspapers are believed. And when the issue of credibility is stripped to its essentials of trust, accuracy, completeness and freedom from bias, the picture brightens considerably.

Philip Meyer

One problem with the MORI analysis was that its broad definition of credibility was not very clear. The general definition used a scale created by summing responses to a dozen questions where people rated their newspapers on such dimensions as fairness and the quality of reporter training.

Statistically, these 12 items do hang together well enough in the data so that it appears they all define one attitude toward the newspaper. But their content is so varied that it may not be fair to call that attitude credibility. It may be more of a warm, fuzzy feeling toward the paper. Four of the 12 items stand out more sharply than the rest, and they more clearly represent the fundamentals of the credibility problem. They deal with whether a newspaper is unbiased, tells the whole story, is accurate, and can be trusted.

When these four items are scored on a five-point scale and averaged (with 5 standing for the favorable answer), newspapers rate a 3.3, which is pretty good. Looking at it another way, 55 percent came out with a favorable overall rating, 16 percent were at dead center, and only 29 percent netted out on the unfavorable side.

By focusing on narrow issues like this, we can highlight different components of the credibility problem. Another cluster, one with two items, dealt with credibility from a collective perspective. The questions rated the newspaper according to how much it was "concerned with the community's well being" and whether it was "patriotic." Treating this dimension with the same 5-point scale, the average reader comes out with a healthy 3.7, and 67 percent are on the positive side.

Where was all this good news when ASNE met in April? Much of it was flashed before the members' eyes on elegant slides. Some was in the printed report. More remains to be teased from the raw data which MORI and ASNE have generously made available to other analysts. That the good news was not well attended to reflects the current fashion in the news business, which is self-criticism to stimulate self-improvement. This condition is not unwholesome. Bad news gets attention, and in the process of laying it out, the ASNE report provides a benchmark against which a newspaper can measure its own performance.

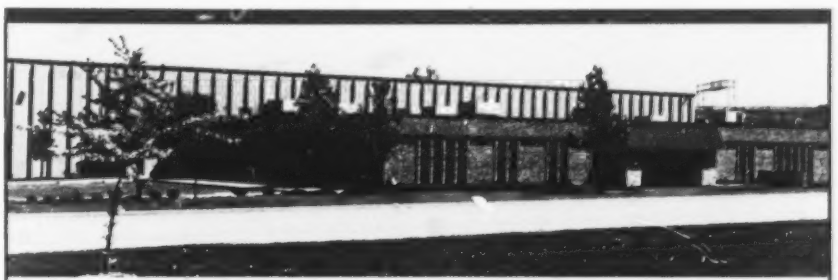
A serious and unaddressed question is just how much of the credibility problem is within the control of newspapers. The report implied that steps to improve reader access will visibly improve credibility. But the evidence is not strong.

It is true that readers who believe their papers have ombudsmen are more likely to trust those papers. What the ASNE report did not say is that belief, not reality, is the key. The MORI data show that readers whose papers actually have formal ombudsmen are neither more nor less likely to be trusting. So adding an ombudsman to an untrustworthy paper does not seem likely to help.

Further evidence that much of the credibility problem is beyond local control comes from an authoritative source not mentioned in the report. Political scientists Seymour Martin Lipset and William Schneider, looking at three decades of credibility research, found that confidence in all institutions tends to follow the news. When the news is good, confidence is up. When it is bad, confidence is down.

This connection may seem unfair to news people who complain that the bearer of bad news should not suffer the blame. But if, as we are fond of pointing out, the Fourth Estate is an essential part of the democratic process, then perhaps we should bear our share of the responsibility when democratic institutions produce poor results. The watchdog function is real, it does make a difference, and it is recognized and appreciated by the public. The ASNE report is clear on that score.

The most important route to credibility then may be simply to do what newspapers are supposed to do: Report the news completely, accurately and fairly and provide the vigorous oversight function that keeps democratic institutions functioning in the public interest. The people with the best answer to the credibility problem may be the editors who are building confidence in that fundamental way. They build slowly, but they build with bricks. □



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Kim L. Arnett, vice president-administration of Ingersoll Publications, and Murray D. Schwartz, publisher of the Delaware County (Pa.) Daily Times, relax on the boardwalk.

CONVENTION REPORT

Concerns take back seat to sunny outlook

Befitting a meeting held in Miami Beach, across Biscayne Bay from Miami, "Gateway to Latin America," the 99th Annual ANPA Convention evoked a strong international flavor.

Under the tropical sun of South Florida and in the resort setting of the Fontainebleau Hilton, newspaper executives focused on the status of press freedom in the Caribbean Basin, Central America and South America, as well as on developments affecting the newspaper business in North America.

Reflecting the weather, the general mood of the gathering was sunny and warm. The still-buoyant economy undoubtedly had a lot to do with that.

In fact, unlike most previous conventions, the May 6-8 assembly seemed to lack a central, overriding concern that was uppermost in the minds of newspaper executives. Improving production quality, increasing circulation and keeping ahead of the competition were some of the things cited as leading concerns.

The news headlining their own business pages also was a major topic of publishers' Convention conversations. Some wondered whether venerable United Press International, mired in the most severe financial straits of its 78-year life, could extricate itself and survive. Others speculated about the impact on the newspaper business of the recent wave of media mergers and acquisitions.

Nor was this year's Convention program dominated by a single issue. Several of the 2,170 registrants (139 fewer than attended the 1984 Convention in Montreal) said, though, that it was remarkable for the quality and range of speakers.

In his keynote address, ANPA Chairman and President Richard J.V. Johnson characterized it as the "heads-of-state" Convention, referring to the fact that many of the meeting's speakers are leaders in their fields—U.S. Chief Justice Warren E. Burger, the Rev. Billy Graham, Jamaican Prime Minister Edward Seaga, Commissioner of Baseball Peter Ueberroth and U.S. Ambassador to the United Nations Vernon Walters.

But it was former Secretary of State Henry A. Kissinger who put the Latin-accented Convention into perspective when he pointedly reminded publishers that as visitors to Miami, they were closer to Managua, Nicaragua, than to New York City.

The heavily accented eloquence of three Central and South American journalists who have led the fight for press rights served as another reminder: that the fundamental freedoms under which their North American counterparts operate are far from universal.

Closer to home, for the second year in a row, the Associated Press devoted its portion of the Convention program to an exploration of newspapers' credibility problems. The lively exchange among the session's panelists was as entertaining as it was enlightening.

Another recurring issue was direct-mail competition. How to answer it was the subject of one of the Convention's four nuts-and-bolts clinics. The others focused on personnel issues, management techniques and production developments, including a look at what is being done to try to solve the ink rub-off nuisance.

ANPA Chairman and President Johnson also presented the Convention with an agenda for action. He said his "special targets" for the Association are improvements in printing quality, minority opportunity and literacy.

That gives publishers a lot to aim at before they pack their bags next spring and head West, to the Association's 100th annual meeting in San Francisco. □

Kissinger gives international overview.

Johnson urges more action toward three newspaper goals

Day 1 — May 6

- Goals for ANPA
- Lively debate on credibility
- Report from a sports world leader

In his initial keynote address to an ANPA Convention, ANPA Chairman and President Richard J.V. Johnson left no doubt that he has an agenda for the Association and the newspaper business.

"I have a trio of special targets," he said, "printing quality, minority opportunity and literacy."

In each, progress is being made, but more should and must be done, Johnson told the audience of about 1,400 at the Keynote Breakfast as he formally opened the Convention.

While most of the fire in his remarks was reserved for laying down the challenge to the business in these three areas, Johnson also devoted part of his 12-minute speech to the traditional assessment of the Association's activities, or the "state of ANPA" remarks, as he called them.

That assessment was a positive one, and Johnson, president of the Houston Chronicle, gave much of the credit to the leaders of ANPA's 22 standing and special committees and task forces, who were seated on the dais for the affair, and to the 400 other newspaper executives who work on the Association's committees.

Of his three major targets, Johnson led with ANPA's commitment to improved printing quality.

"Much work has been done in a systems approach to quality, much remains to be done on inks, presses, paper, cameras, color, electronics and training," he said. "It is not enough for just a few of us to do it," he warned. "Our national and regional advertisers form opinions about newspapers as a whole and make decisions accordingly. Our readers move from place to place and carry impressions about newspapers with them."

On minorities, the ANPA chairman noted that there has been "a lot of talking and planning and getting ready in this minority employment and promotion ball park. Now it is time to play the game smartly."

Sounding a theme subsequently repeated in other Convention sessions, Johnson said, "Our posture is plain: Newspapers must always be a part of their communities, not *apart from* them. We want and need our employees to be both representative of and knowledgeable about the public we serve."

On the third target—literacy—Johnson said the long-term effort needed "still is too low on our priorities." He cited some statistics: 1 million American teenagers read below the third-grade, survival level; the United States ranks 49th of 158 United Nations members in literacy levels; there are 60 million illiterates in the Free World.

Richard J.V. Johnson

"Some of us already are doing a lot," he said. "Most of us are doing less than we should, and that is a luxury we can no longer afford."

Addressing the "state of ANPA," Johnson enumerated Association highlights of the past year, his first at the ANPA helm.

These included progress achieved in: development of non-petroleum-based black inks and the search for economical low-rub-off inks; training programs utilized by more than 800 newspaper personnel; operation of the Standard Advertising Unit system; public policy issues involving the Freedom of Information Act, military press pools, postal rates, and a variety of other matters in the legislative, regulatory and judicial arenas; human-resource assistance and information to members; savings to members of several hundred thousand dollars through the Hertz car rental and ANPASURE® risk insurance programs; collection of $1.7 million in past due receivables via ANPA Credit Bureau Inc.; and ANPA Foundation's expansion of the Newspaper in Education program. □

Kissinger exercises diplomacy in remarks

Former Secretary of State Henry A. Kissinger, who has both tangled with and courted the press during his many years on the world stage, generally steered clear of discussion of the press during his address at the opening Convention session.

Instead, with familiarity and some wit, he presented an assessment of East-West relations and an overview of the world scene and how it affects U.S. interests.

His only reference to the press came during the question-and-answer period following his nearly half-hour address when he was asked about the then-raging controversy over President Reagan's visit to the Bitburg cemetery in Germany where some Nazi SS troops are buried.

The German-born Kissinger, who attributed Reagan's decision to an "honest mistake," said the press gave "not unfair treatment" to the story. It was, he said, a "valid story," but he regretted that as the story got "written again and again" it gave the impression of a "firestorm." □

A clash on what to believe about press credibility

The liveliest panel discussion focused on what is currently one of the liveliest topics in the news business: credibility, or lack of it.

Louis D. Boccardi

The centerpiece for the discussion was the recently released American Society of Newspaper Editors report on "Newspaper Credibility: Building Reader Trust." (See essay, p. 27.) And there was disagreement right off the bat as to the extent and source of the problem.

Benjamin C. Bradlee, executive editor of The Washington Post, observed that columnist Walter Lippmann was warning in 1920 of dire consequences if newspapers did not do something about their poor standing with the public. "You have read the same kind of thing every year," Bradlee said.

If circulation were going down "as fast as our unpopularity was going up," he added, "I think I might be a little bit more worried."

Bradlee's assessment was challenged by Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc. While agreeing that the credibility problem has existed "since 1920 and before that to some degree," Jinks said he believes "it's been a good deal worse in recent years." As proof, he cited not only research reports but also "conversational, anecdotal evidence" and "an increasingly hostile legal climate."

To remedy the situation, Jinks recommended that the media address "three major sins" perceived by the public: inaccuracy, unfairness and arrogance.

Bradlee shot back that he doesn't think the public is worried about these matters. Instead, he said "an awful lot of the criticism" is being generated by what he called "wackos"—people who accuse the press of having a liberal or some other bias.

Later in the discussion, Bradlee amplified those remarks by saying that certain organizations "are kind of leading the charge in the press-bashing that goes on now. . . . I think that we ought to realize that there is some orchestration to it [criticism], and it is falling on very fertile ears."

The broadcast member of the panel, Don Hewitt of CBS-TV, put it in even stronger terms when he asserted: "Mostly what we're being attacked for is a left-wing bias," which he strongly denied exists in network television or in major newspapers.

"If I'm hearing you guys right," Jinks said at one point, referring to Hewitt and Bradlee, "you think there is a conspiracy theory that explains the credibility issue."

"Yes," replied Hewitt.

Jinks said the fact that there are people who accuse CBS and The Washington Post of liberal bias has "as much to do with the credibility issue . . . as the average conspiracy theory has to do with reality."

But according to Hewitt, the executive producer of "60 Minutes, "the credibility problem, if there is one, is being blown all out of proportion" by groups such as Accuracy in Media, a conservatively oriented media watchdog.

There is nothing news organizations can do about the public's opinion of them, he said, because "I don't think when you deliver [bad] news to people's doorsteps," or when unpopular figures are interviewed, "you're going to be liked."

Hewitt declared: "If it's being liked that we're after, we shouldn't even be here. We should be in a charm school."

At one point, he asked whether there was "anyone in this room who thinks he puts out or works for irresponsible newspapers." No one raised a hand, and Hewitt remarked: "Then where are all the irresponsible newspapers that are causing the credibility problem? If you guys aren't doing it, who's doing it?"

The fourth member of the Associated Press-assembled panel, John Seigenthaler,

Margaret Genovese

Benjamin C. Bradlee

Don Hewitt

Larry Jinks

John Seigenthaler

said his view is that the public is indeed concerned about shortcomings of the press—more concerned than ever before in his 35 years in the business.

"It seems to me that if we accept what Don said, and to some extent what Ben says, then ASNE and AP, which contributed half of the money, threw away $100,000" on the credibility study, said Seigenthaler, editorial director of USA Today and president, publisher and editor of The Tennessean in Nashville.

Sure enough, before the session had ended, Hewitt said flatly that the money was "wasted. I think if you would have taken that poll 20 years ago, you would have found the exact same thing."

Seigenthaler, though, praised the report. "I don't think you can ignore" its findings, he said, adding that he plans to circulate copies to every reporter working for him.

There was general agreement on two points: that the media can do a better job of explaining the journalism profession to the public, and that the spate of libel suits is a reason for concern.

AP President and General Manager Louis D. Boccardi, who moderated the panel, asked Bradlee to comment on "the chilling effect" of libel suits like the one brought against the Post by Mobil Oil President William P. Tavoulareas [presstime, May 1985, p. 40].

"Well, it does sharpen your mind. I tell you, it sharpens your mind," Bradlee said in one of many comments that brought laughter from the packed house. He reported that the Post's legal bills in the Tavoulareas case already exceed $1.2 million. What would an editor do, Bradlee wondered, if a reporter came in with a "helluva story," but "it's going to cost you $1.2 million to run it. . . . It's hard to say what story is worth that kind of money."

Boccardi closed the program by asking the panelists to speculate on what might be different about the credibility situation two years hence. These were the responses:

Hewitt—"more libel suits."

Bradlee—not "a helluva lot."

Seigenthaler—"If some of the efforts by some of the (corporate) raiders who are interested in either money or political mindsets are successful (in their efforts to acquire media companies), I can envision facing the situation two years from now where our credibility would be even lower."

Jinks—"I think there is a healthy tendency toward . . . taking the issue and addressing it, and I think if we do that progressively and generally in our newsrooms, there will be marginal progress over the next two years." □

Hewitt suggests network TV 'op-ed'

If Don Hewitt has his way, there's going to be some different public affairs programming on CBS television.

At the credibility session, the "60 Minutes" executive producer said he has proposed that CBS set aside half of its 12 documentary hours each year for "op-ed" presentations.

This would be an answer to criticism that unlike the print media, which run large numbers of letters to the editor and op-ed articles containing different points of view, television is not so responsive. The network has "got to give . . . people a chance to talk back," Hewitt said.

Under his plan, the network would form a committee to decide which special-interest groups should get an hour's worth of prime time. "Then we assign a producer, a director, a tape crew, editors, just like you do for any other hour, and you make them available" to each group. "You say to that producer and that director . . . 'Make the best possible broadcast . . . you can make.'"

Asked how much this would cost CBS, Hewitt said it would probably exceed the cost of a newspaper's op-ed page for a year.

As for the chances that senior CBS officials will accept the plan, he said, "I don't know whether they are going to take it or not."

AP announces expansion of graphics and coverage

Louis D. Boccardi, in his first appearance at an Associated Press annual meeting as AP's president and general manager, announced plans for several "enhancements" of the news report.

He said he will create a new graphics department, form a team of regional reporters and expand the news cooperative's business coverage.

At the AP Board of Directors meeting a day later, Frank Batten, chairman of Landmark Communications Inc., was re-elected chairman of the AP board. William J. Keating, president of the newspaper division of Gannett Co. and a former Ohio congressman, was elected to a new position of vice chairman/chairman-elect. Keating is expected to succeed Batten as board chairman within two years.

In his remarks to the annual meeting, Boccardi said the efforts to expand the news report would be started immediately and be completed in the next several months. Among AP's plans are:

- Hiring a director of graphics, a new position, and putting three more graphics artists on the staff. AP will add graphics to state news reports.
- Adding six regional reporters, one each in the Northeast, the Southeast, the Midwest, the Mountain states, the Southwest and the Pacific Northwest. These writers will "vault the old state line barriers," Boccardi said.
- Adding four new business reporting positions. They will be filled by writers who will specialize in business ethics; corporate finance, with emphasis on mergers, acquisitions and corporate raiders; technology and trade; and advertising and marketing.

Boccardi also reported the AP's satellite dish installation program has resulted in "substantial economies" in land-line costs. More than half of the AP membership now receives high-speed service.

On a somber note, Boccardi reported the "continued absence" of success in trying to free Terry A. Anderson, AP Beirut bureau chief who was kidnapped March 16 [presstime, April 1985, p. 40].

Boccardi refused to comment on a topic of frequent discussion at the Convention—the financial plight of AP's chief competitor, United Press International. [See story, p. 96.] The AP president said he had "no inside information"and "can't speak to it."

At the conclusion of the meeting, members cast their ballots to fill six vacancies on the board of directors. Elected were Robert C. Maynard of The Tribune, Oakland, Calif., who became the first black AP board member, and Edwin L. Heminger of The Courier in Findlay, Ohio. Re-elected were James H. Ottaway Jr. of Ottaway Newspapers, James E. Burgess of the Wisconsin State Journal in Madison, John F. McGee of the Charleston (W.Va.) Daily Mail and Robert G. Marbut of Harte-Hanks Communications Inc. □

C. David Rambo

Ueberroth fields reporters' questions.

Ueberroth pitches baseball's tie with newspapers

New baseball Commissioner Peter V. Ueberroth scored with an emotional speech touching on the ties between baseball and newspapers, the problems besetting the sport, and the legacies of the 1984 Summer Olympic Games.

But he bobbled one question thrown at him. It concerned his office's suggestion that teams require media personnel to sign an agreement before being permitted to photograph their games.

Admitting he did not know very much about the matter, Ueberroth said he had heard about it just that morning from Tom Johnson, publisher and chief executive officer of the Los Angeles Times.

It was his understanding, Ueberroth said, that the agreement is an attempt to prevent persons, other than members of the press, from infringing on the photographic rights granted television networks and others.

Four days later, representatives of several organizations, including ANPA, met with representatives of the commissioner's office to protest the agreement. The baseball officials agreed to review the matter.

In his speech at the annual Associated Press Luncheon, Ueberroth spoke not about disputes between newspapers and baseball, but about their interdependence.

Baseball is "the only sport that's totally dependent upon newspapers, and newspapers are somewhat dependent upon baseball," he said. The "fabric" of the game is tied to the batting averages and box scores published in newspapers, he noted.

He promised to share with the newspaper business the findings of a major survey commissioned by his office that is attempting to determine, among other things, the number of people who read these statistics.

Although the 1985 season is off to a "great" start with attendance up 14 percent, baseball has its problems, particularly accelerating financial losses in some markets and drug use by players, Ueberroth said.

"Baseball must, has to and will eliminate the drug problem for the sport," he pledged. "Because of you, the drug problem in baseball is so darn visible, and it should be," he told the publishers.

Before becoming commissioner last year, Ueberroth was president of the Los Angeles Olympic Organizing Committee. A legacy of the games was that "the private sector works," he said, noting they were the first not to accept donations from corporations or individuals. □

Early-morning 'fun run' draws a crowd

Seventy-eight people participated in the first presstime "fun run" at daybreak on the hard-packed beach.

The winner in the men's division was Peter Sinding, publisher of Circulation 85-86, produced by American Newspaper Markets, with a time of 11 minutes, 56 seconds for the two-mile race. John B. Jaske, vice president/labor relations and assistant general counsel for Gannett Co., was second at 12:09, followed by James C. Kennedy, publisher of The Daily Sentinel of Grand Junction, Colo., at 12:42.

The women's division was won by Sarah Kennedy, wife of the Grand Junction publisher, with a time of 15:45. Belle Frink, wife of Clayton Frink, general manager of the Austin (Texas) American-Statesman, was second at 16:22. Kim Gleim of AVI, the Convention's audio-visual supplier, placed third at 16:28.

The runners were led by the University of Miami's "Maniac" and encouraged by the university's cheerleaders.

Plaques were presented to first-place winners. All participants received a T-shirt inscribed, "My best time is . . . presstime." □

Hard-packed beach provided good setting for runners at daybreak. Kennedy receives plaque from ANPA Executive Vice President Jerry W. Friedheim (right) and presstime Advertising Manager Jonathan A. Reed.

Study shows minority efforts 'undermined'

Newspaper business efforts to hire more minority journalists are being "undermined" by a trend in which minorities are giving up newspaper careers at three times the rate of their white peers.

That's the conclusion of a new study sponsored by the Institute for Journalism Education and funded by the Rockefeller Foundation.

Ellis Cose, IJE president and chief executive officer, revealed preliminary survey results at an afternoon press conference. Full study results will be released later this year, he said.

The study covered 300 journalists—175 of whom are minorities—who entered the profession between 1969 and 1979. Also interviewed were 32 senior minority newsroom managers.

Respondents are working or once worked for newspapers in 10 cities: Miami, Atlanta, Charlotte, N.C., Philadelphia, Detroit, Chicago, Los Angeles, San Francisco, Tucson and El Paso. Cose said the results "very confidently can be projected nationally."

In the key finding, the study revealed that 13 percent of all minorities interviewed have left the business, compared with 4 percent of whites hired in the same period. Moreover, 40 percent of the minorities who remain expect to leave the profession, compared with 22 percent of whites. The biggest reason minorities gave for their decision was "lack of opportunity" to advance.

"Minorities tend to fall between the cracks" when promotions are granted at newspapers, he said. Minorities consequently get frustrated and move to other professions. "Unless the news industry recognizes and acts on this quiet crisis, it faces a mass exodus of minorities seeking opportunity outside the profession."

Half of the minority journalists interviewed said they wanted a career in newspaper management, compared with 28 percent of whites. Yet he said "the odds are roughly 45-percent higher that if you're white, you're going to have a higher position" in the newsroom. □

Convention speeches available from the ANPA Public Affairs Department

Monday, May 6

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Richard J.V. Johnson,** president, Houston Chronicle

Associated Press Annual Meeting

- **Remarks of AP President and General Manager Louis D. Boccardi**

Tuesday, May 7

ANPA General Session Breakfast

- **Remarks of the Rev. Billy Graham,** evangelist

ANPA Annual Business Meeting

- **Report of ANPA Executive Vice President and General Manager Jerry W. Friedheim**

ANPA General Session—Latin America

- **Remarks of K. Prescott Low,** president and publisher, The Patriot Ledger, Quincy, Mass.
- **Remarks of Gonzalo J. Facio,** former Costa Rican Ambassador to the United States
- **Remarks of Jamaican Prime Minister Edward Seaga**

"Publishers Under Fire"

- **Remarks of Horacio Aguirre,** publisher and editor, Diario Las Americas, Miami
- **Remarks of Pedro Joaquin Chamorro Barrios,** former editor, La Prensa, Managua, Nicaragua
- **Remarks of Aldo Zuccolillo,** editor and publisher, ABC Color, Asunción, Paraguay
- **Remarks of Raul E. Kraiselburd,** publisher, El Dia, La Plata, Argentina

United Press International Annual Luncheon

- **Remarks of Chief Justice of the United States Warren E. Burger**

Topical Clinics

Research and Development—What's New!

"Which Press Should You Buy!"

- **Remarks of Ralph S. Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami
- **Remarks of J. A. Riggs Jr.,** senior vice president/operations, The New York Times

"What's New With Ink!"

- **Remarks of Gene McDavid,** vice president and general manager, Houston Chronicle, and vice chairman, ANPA Technical Committee

"Is the Newspaper Working Environment Safe!"

- **Remarks of George Cashau,** director/technical research, ANPA, Reston, Va.

"What's Being Done About Reproduction Quality!"

- **Remarks of Charles M. Kinsolving Jr.,** vice president/marketing and new technology, Newspaper Advertising Bureau, New York City
- **Remarks of Charles R. Blevins,** vice president/production, Gannett Co., Rochester

"What's New in the Mailroom!"

- **Remarks of James A. Cooper,** assistant vice president/operations, The Washington Post

Summary of ANPA Technical Activities

- **Remarks of William D. Rinehart,** vice president/technical, ANPA, Reston, Va.

Human Resources

"Toward a Bias-Free Workplace"

- **Remarks of Ellis Cose, president, Institute for Journalism Education, University of California, Berkeley**

"Labor and Legal Trends"

- **Remarks of Betty Southard Murphy,** Baker & Hostetler, Washington, D.C., and former chairman, National Labor Relations Board

Shared Mail

- **Remarks of Vance L. Stickell,** executive vice president/marketing, Los Angeles Times

Wednesday, May 8

General Session

Newspaper Advertising Bureau

- **Remarks of NAB Chairman Tom Johnson,** publisher and chief executive officer, Los Angeles Times; **NAB President Craig C. Standen; NAB Executive Vice President and General Manager Leo Bogart; NAB Vice President/Marketing and New Technology Charles M. Kinsolving Jr.; ANPA/NAB/NNA Joint Postal Task Force Vice Chairman William J. Keating,** senior vice president, Gannett Co.; **Lee M. DuBow,** senior vice president/sales and promotion, Belk Stores, Charlotte, N.C.; **William M. Weilbacher,** president, Bismark Corp., New York City; and **NAB Future of Advertising Committee Chairman Harold W. Andersen,** president, Omaha World-Herald Co.

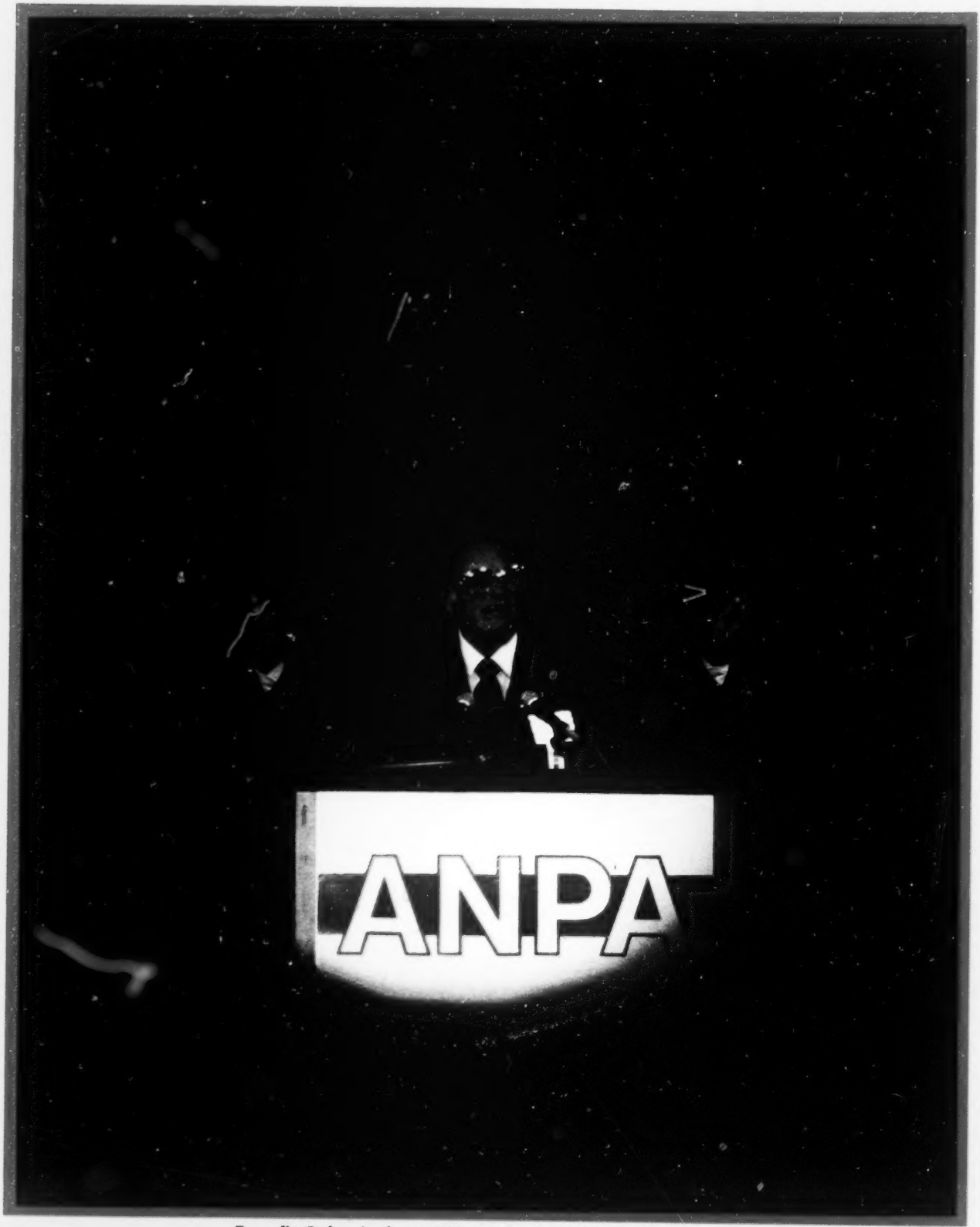
General Session

Audit Bureau of Circulations

- **Remarks of ABC Chairman Donald G. Goldstrom,** vice president and director/advertising and marketing services, Armstrong World Industries Inc., Lancaster, Pa.

"Speech Isn't Free: It's an Insurable Risk, Maybe"

- **Remarks of Parker D. Thomson,** Zeder, Bohrer, Werth, Adorno & Razook, Miami
- **Remarks of Katharine P. Darrow,** general counsel, The New York Times Co., and chairman, ANPA Legal Affairs Committee
- **Remarks of Joseph P. Averill,** general counsel, The Miami News



Evangelist Graham implores publishers to improve their coverage of religion.

Graham says press is missing story of religion's resurgence

Day 2 — May 7

- An inspirational message
- Focus on Latin America
- Nuts and bolts newspapering

In an address geared to working concerns of publishers, the Rev. Billy Graham said newspapers "may be missing the stories of the decade" by not devoting more coverage to religion.

The United States may be on the verge of a spiritual awaking, he said, and newspapers "are missing the story."

More people are going to church now than at any time in the nation's history, Graham said. Attendance at religious services is greater than at all sports events combined, and contributions to churches and synagogues are 50 times greater than the money taken in by professional sports. "Yet, in news coverage," he said, "the balance is just about the reverse."

The famed evangelist also said that far too few reporters are trained to cover religious news, and that editors do not give a high enough priority to the subject. Editors would not send a reporter to cover football who did not understand how the game is played, he observed, yet they send a reporter without knowledge of religion to cover a religious event.

Graham suggested that newspapers may be shying away from reporting religion more thoroughly because publishers, editors and reporters are shying away from the spiritual side of their lives.

Although his remarks to the General Session breakfast ranged widely, he dwelled at length on the announced topic, "Youth and Morality in America." Graham said young people want moral guidelines. "They want to be told with authority what is right and what is wrong."

And he stepped into First Amendment territory when he said a solution to the controversy over the constitutionality of prayer in schools would be simply to post the Ten Commandments in every American classroom. "This would show our young people that we as a nation have moral values. I don't see how any Jew, Catholic or Protestant could object to letting our young people know we believe in something."

American youth have few great heroes to follow, Graham continued, urging publishers to give young people new heroes. "Let your pages overflow with the graphic stories of men, women and young people who are living out the options in their lives. . . .

"Why go so often to Calcutta when there are Mother Teresas in almost every city in America? Find them. Tell their stories. Put them on the front pages," the evangelist said.

Even as he faulted newspapers for the way they cover religion, he praised newspapers in a more general sense.

Pointing out that he has had contact with the press in scores of countries, he commented:

"I can truthfully say that the American press is the finest in the world. I know it's popular today in some circles to attack the press, but my personal experience has been that on the whole, there is a level of professionalism and integrity in the American press that is unequaled in the world." □

Still oppose cameras: Burger

The first appearance of a U.S. chief justice at an ANPA Convention was marked by an attention to matters unrelated to freedom of the press.

Chief Justice Warren E. Burger entered the First Amendment realm only in answering questions following his United Press International Luncheon speech, which centered on the problem of a growing caseload at the U.S. Supreme Court.

Warren E. Burger

Asked about cameras in federal courtrooms, Burger noted that he wrote the opinion in *Chandler v. Florida*, "in which we said that if states want to experiment with this business," the Supreme Court would not interfere [presstime, March 1981, p. 16].

However, he reiterated his oft-stated opposition to allowing cameras in federal courtrooms. "I would not sit in a courtroom that was televised," he said.

As for the experiments at the state level, Burger said it will take another 10 years before the verdict comes in.

The chief justice also was asked whether the judicial caseload could be lessened substantially by assessing a penalty against the plaintiff who loses a frivolous lawsuit. Some publishers and media lawyers have suggested this as a strategy to combat the proliferation of libel suits [presstime, May 1985, p. 6].

Burger said it would help bring down the caseload. He also said that federal courts are currently experimenting with "court-annexed arbitration" to keep some cases from going to trial.

He ducked one other First Amendment question, dealing with the constitutionality of the Rev. Billy Graham's suggestion to the Convention that the Ten Commandments be posted in U.S. classrooms.

In his address on reducing the Supreme Court's caseload, Burger advocated establishing an experimental "intercircuit panel" to resolve conflicts among the federal Courts of Appeal on questions of law. □

Latin publishers outline woes

"Publishers Under Fire" was an appropriate title for the Inter American Press Association's panel discussion on Latin American topics.

Three current and former Latin American newspaper officials told how support of democracy and free speech in their home countries has led to harassment, censorship, interruptions in publication and even death.

One speaker, Raul E. Kraiselburd, publisher of El Dia in La Plata, Argentina, even warned that some of the same pressures against the Latin American press are popping up in North America. "Our common enemies seem to have crossed the Rio Grande," he said.

Other speakers were Pedro Joaquin Chamorro Barrios, former editor of La Prensa of Managua, Nicaragua, and Aldo Alberto Zuccolillo Moscarda, founder of ABC Color in Asunción, Paraguay. ABC Color has been closed by the Paraguayan government since March 1984.

Kraiselburd has been editor of El Dia since 1974. He assumed his position when his journalist father, David Kraiselburd, was killed by Argentinean terrorists known as "Montoneros."

"We see the advance of sectors of the left or the right who conceive journalism only for the dissemination of a certain ideology or for the obstinate defense of an interest of the classes," said Kraiselburd, chairman of IAPA's Committee on Freedom of the Press and Information. "We could say that this is, in a great measure, an export product from Latin America to the United States."

Kraiselburd said he was not "denouncing a conspiracy from the authoritarians of Latin America to eliminate the free press of the United States." But, "I can indeed tell you that many concepts and ideas normally expounded by the intellectuals of the Latin American countries under authoritarian rule today find more listeners in the United States."

Kraiselburd said in a later interview with The New York Times that an example of this development in the United States is the efforts of Fairness in Media to take over CBS for ideological reasons.

Like Kraiselburd, Chamorro became editor of the family newspaper when his father, Pedro Joaquin Chamorro Cardenal, was murdered for political reasons. The killing came in 1978 during the Somoza dictatorship, which the elder Chamorro long opposed in favor of a democratic form of government. His death is said to have sparked the revolution against the 42-year Somoza family dictatorship and the rise to power of the Sandinistas.

"Some of us thought that, with the fall of the Somoza dictatorship, and the rise to power of Sandinismo after a revolution that had vast popular support, the dreams of Pedro Joaquin Chamorro Cardenal would come true," Chamorro said.

"But, far from this, the Sandinistas soon began to impose a totalitarian regime and to trample the fundamental rights of man—among them, the freedom of expression."

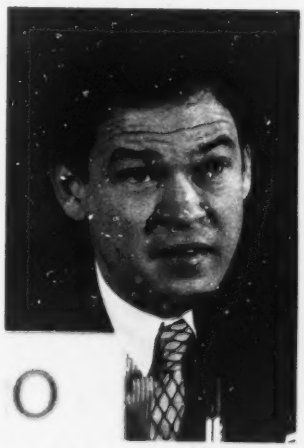
Chamorro, former winner of the International Federation of Newspaper Publishers Golden Pen of Freedom Award, resigned from La Prensa in late 1984 after years of heavy censorship and personal harassment. He, his wife and children are living in exile in Costa Rica. His mother and uncle still run the paper.

La Prensa has been closed seven times on specific orders of the Sandinistas. It has been unable to publish on 38 occasions "because the censors have left nothing to publish," Chamorro said.

Zuccolillo founded ABC Color in August 1967 and served as publisher until March 1984 when the paper was closed "for an indeterminate time" by the 30-year regime of President Alfredo Stoessner.

Zuccolillo said ABC Color was shut down because it "spoke out" against widespread "corruption" in Paraguay. But the fact that his newspaper was closed "gives me hope," said Zuccolillo, who also is involved in commercial and financial enterprises in Paraguay. "I see that the newspaper was shut down because the people trusted it and made it into the main daily of the country. It merited such trust because it never printed a lie and because it chose not to capitulate before corruption; rather, it confronted it."

On at least 32 occasions over the past 17 years, ABC Color editors and reporters were arrested and briefly detained, or imprisoned sometimes for months without trial. Zuccolillo himself was jailed for 11 days in July 1983 and for eight days the month his newspaper was closed. □



Chamorro of La Prensa

Zuccolillo of ABC Color

Kraiselburd of El Dia

Hills of El Mundo

Seaga says press hyped disturbances in Jamaica

In the opening segment of the General Session on Latin America, a trio of current or former government officials criticized North American media coverage, appealed for U.S. aid for Nicaraguan rebels and warned that the greatest challenge for the United States in the Western Hemisphere is Soviet "penetration."

Jamaican Prime Minister Edward Seaga accused the North American media of exaggerating the severity of two days of protests last January over gasoline prices.

"One American wire service persisted, from its first report in the early hours of the demonstrations, in characterizing the demonstrations as 'riots,'" Seaga said. "The word 'riot' implies that the civil authorities have lost control over the situation and that mob rule had captured the streets. At no point in those two days did this happen."

There was "no doubt" that the way the incidents were covered affected tourism, he said. To date, he reported, the country has seen a 15-percent decline in visitors and suffered an estimated loss of $30 million.

The stories they publish "do not exist in a vacuum," Seaga reminded the publishers. "The choice of the emotive, inaccurate word, of the narrowly focused lens . . . can exact a heavy toll on the person or country being reported," he said.

Gonzalo J. Facio, former ambassador to the United States from Costa Rica, said the only way to ensure peace in Central America is for "every dictatorial regime, either of the left or of the right" to be replaced by a democratic government.

He called for assistance from the United States and Latin American democracies for the rebels to overthrow the leftist government in Nicaragua.

"They cannot wage, by themselves, a war against a totalitarian regime which is receiving thousands of tons of armament and thousands of military advisers from Cuba and the Soviet bloc," Facio also said.

However, in answer to a question from one of three publishers serving as panelists for the session, Facio said he did not think that direct intervention of the United States would "necessarily" be needed to overthrow Nicaragua's Sandinista regime.

Jamaica's Seaga, asked whether he would support U.S. military intervention in Nicaragua if that country's neighbors requested it in the same way Grenada's neighbors sought U.S. intervention there, said the situations are dissimilar.

In the case of Grenada, two requests were made for help from the United States, Jamaica and Barbados, Seaga said. One was from the Organization of Eastern Caribbean States under terms of a regional treaty. The other was from Grenada's governor general—the nation's only remaining "constitutional figure."

"We would not have participated in any involvement in another territory if there was not a constitutional basis for doing so," Seaga said.

Providing an overview of the U.S. role in Latin American, Rep. Dante B. Fascell (D-Fla.) said the United States is "sitting on the edge of a volcano when it comes to the Caribbean and Latin America." The United States ignores the area "at its own peril," said the chairman of the House Foreign Affairs Committee.

Responding to a question from Publisher Argentina Hills of El Mundo in San Juan, Puerto Rico, Fascell said "Soviet penetration" is the greatest challenge facing the United States in the Western Hemisphere today.

He called for continued vigilance by such organizations as the Inter American Press Association, saying: "I can't remember any time when the media—print, electronic and otherwise—have been under more criticism. . . . The fight is there, the struggle is there. The millennium has not come for the free press. The fight goes on every day, and I think it is getting tougher."

The publishers also asked Facio to comment on a law in his country that requires journalists to graduate from the University of Costa Rica in order to practice their profession. He said he is "ashamed" it was approved and has been maintained. Facio, a lawyer, also said he thinks the law is unconstitutional.

The IAPA has protested the law, which was used to convict Stephen Schmidt, an American who worked for Costa Rican newspapers [presstime, April 1985, p. 40].

Asked for his views on the future of independent newspapers in the Caribbean and Latin America, Seaga said he could see "continued prosperity and support of the media" from the people in the Caribbean region. He said 29 of the region's 32 countries are democratic, giving the region the greatest concentration of democratic nations in the world. □

Seaga addresses session as Facio studies him.

Rep. Fascell warns of Soviet penetration.

ANPA officers re-elected; Rowe is new director

The re-election of all ANPA officers, election of a new director and a review of accomplishments during the past 10 years were the chief features of the Association's annual business meeting.

Chosen to head the Association for additional one-year terms were Chairman and President Richard J.V. Johnson, president of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc.; Secretary K. Prescott Low of The Patriot Ledger in Quincy, Mass.; and Treasurer Arthur Ochs Sulzberger of The New York Times Co.

Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., was elected to the Board of Directors for a two-year term. He succeeds Donald N. Soldwedel of Western Newspapers Inc., Yuma, Ariz., who retired after completing the customary eight-year tenure on the Board.

Johnson, who presided at the meeting, noted that the Convention marked the tenth anniversary of Executive Vice President and General Manager Jerry W. Friedheim as head of the ANPA staff.

The Board 10 years ago sought a general manager who would be "effective, efficient and run a good staff" and also one who would "push" Board and other ANPA members to the forefront of greater involvement in the wide range of newspaper issues, Johnson said. "Jerry Friedheim has been exactly that and done perfectly" what the Board wanted done, he said.

Jerry W. Friedheim

Four members of the 22-member Board were up for re-election this year, and all were returned to office.

Re-elected to two-year terms were Charles M. Meredith III of The Free Press in Quakertown, Pa., Donald E. Newhouse of The Star-Ledger in Newark, N.J., and Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa. Helen K. Copley of The Copley Press Inc., La Jolla, Calif., was re-elected to a one-year term.

In the annual **treasurer's report,** Sulzberger said 1984 was "a challenging one" for the Association, primarily because "postal initiatives placed a heavy demand" on resources. Nevertheless, ANPA had revenues of $10,421,037 and expenses of $10,067,879, for a surplus of $353,158.

Johnson to lead ANPA another year.

The membership renewed the standby authority for the Board to increase the dues formula by a maximum of 10 percent to respond to any "unforeseen events." Sulzberger noted this authority has been exercised only eight times in 23 years "and only in 5-percent increments."

The **membership report** by Membership Committee Chairman John Grey Montgomery of Montgomery Publications Inc., Junction City, Kan., set the total at 1,378 newspapers, a loss of 15 since the 1984 Convention.

In his **executive vice president's report,** Friedheim cited some of the ANPA highlights of the last 10 years, including leadership in public-policy matters affecting newspapers, such as efforts to ensure that the AT&T divestiture would be accomplished in an environment of fair competition, to achieve fairness in postal rates, and to preserve the Freedom of Information Act; consolidation of all Association functions under one roof at The Newspaper Center in Reston, Va.; providing headquarters space at The Newspaper Center for 12 other newspaper associations and societies; creation of several new service departments; establishment of new training programs; leadership in the Newspaper Readership Project, Standard Advertising Unit system and several other industry-wide efforts to improve newspapers; founding of presstime; and development of a new press system, computer programs and other inventions benefiting the newspaper business.

During this period, Friedheim said, ANPA has done what the members wanted done "with a flexible, but effective, organization, with the help of hundreds of active volunteers and with balanced budgets despite the expansion of both facilities and activities." □

Future ANPA meetings

The ANPA Board of Directors approved Vancouver, British Columbia, as the site of the 1992 Convention and Atlanta for the 1992 Operations Management Conference & Exposition.

Convention		Conference & Exposition
San Francisco	1986	Atlanta
New York City	1987	Las Vegas
Honolulu	1988	Atlanta
Chicago	1989	New Orleans
Los Angeles	1990	Dallas
New York City	1991	Las Vegas
Vancouver	1992	Atlanta

Estlow re-elected insurance chairman

Edward W. Estlow, president and chief executive officer of Scripps Howard, was re-elected chairman of the independent Newspaper Insurance Advisory Group.

The 13-member group provides liaison with Mutual Insurance Co. Ltd. of Hamilton, Bermuda, and with Mutual's subsidiary company, Territorial Insurance, on behalf of ANPA members.

Estlow defined the group's role earlier this year as follows: "We advise the Bermuda insurance companies what the feeling is among the publishers for the coverage they seek, what premiums are tolerable, evaluate customer service and assess trends in litigation."

It was reported at the meeting that Mutual had incurred losses of $62 million last year on libel and First Amendment insurance, and that there are 2,000 cases open [presstime, March 1985, p. 16]. Twenty unnamed publishing organizations account for 60 percent of claims. □

Debate on flexo vs. offset sparks clinic on technology

The topical clinic on technology got off to a rousing start when two production executives sparred on the relative merits of flexography and offset printing for newspapers. Officially, the segment was titled "Research and Development—What's New?" but the first portion might have been more aptly named the "Roth vs. Riggs" program.

Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc., said newspaper people experimenting with flexographic printing report "Flexo is great."

After ticking off a list of advantages offered by this process, Roth asked rhetorically: "Does flexo have a bright future in newspapers? My answer is an emphatic affirmative."

Counterpoint was offered by J.A. Riggs Jr. of The New York Times.

"I do take issue with some of the things Ralph says," remarked the Times' senior vice president/operations. Riggs called offset printing "the industry standard" and said "continuing developments should keep it there."

Interestingly, one such coming development for offset is an element of flexography—a keyless inking system using an anilox roller. He said The Commercial Appeal of Memphis is getting an anilox inking system for its Goss offset press.

Riggs said ANPA is addressing another ink-related matter that Roth had characterized as a flexography plus: reduced rub-off. He said a low-rub, offset ink is close at hand—a statement buttressed later in the clinic by the chairman of the ANPA Ink Project Task Force.

Such developments, Riggs added, "take away all the disadvantages of offset and retain all the advantages of offset." Considering all factors, "the choice for offset is easy," Riggs asserted.

Knight-Ridder's Roth himself said that if a choice had to be made today on which kind of new press to buy, his would be offset. "Too many things remain unknown or unproven at this time for . . . to rely entirely on a flexographic press."

However, in six months, the choice might be different, he said, because a number of different newspaper field tests with flexography are near conclusion. "We are on the threshold of a breakthrough in flexo, but we have not made

Experts offer advice on managing

Are you a "sea gull manager?" Do you fly in, catch everything going wrong, make a lot of noise and then disappear again?

Although not a very productive way to manage people, this is the management style of top executives at "a lot" of newspapers and seems to be the basic style in American management, according to management expert Kenneth H. Blanchard.

Addressing the clinic on "Learning/Leading/Managing," Blanchard advocated a different approach. "We think the key to developing people is to catch them doing something right," he said.

The clinic also heard from Ann M. Morrison, who discussed a study by the Center for Creative Leadership in Greensboro, N.C., on why some executives fail.

Co-author of the best-selling book, *The One Minute Manager*, Blanchard suggested newspapers could improve their management using his concept.

"One of the problems with newspapers is that they are perpetually into 'go-go,'" a level of organizational development characterized by a great deal of activity, he said. "What gets left out? The strategic planning and the people element."

Margaret Genovese

Blanchard explains management techniques.

According to Blanchard, the three "secrets" of one-minute managing are:

- Goal setting. "People have got to know what you are asking them to do."
- Praising. Calling praise "the whole key to human interaction," Blanchard said it must be immediate and specific.
- Reprimanding. Like praise, a reprimand should be immediate and specific. Managers should "share" their feelings of anger, frustration or disappointment. Blanchard also emphasized the need to "reaffirm the person" in the process of criticizing performance so that the employee comes away from the experience thinking about what he did wrong, not how poorly he was treated by his boss.

Morrison's study uncovered some "fatal flaws" in executives who "derailed" before reaching expected managerial heights. The most common was an "insensitive, abrasive, intimidating style." □

that breakthrough," he said.

Roth defined flexography as "a letterpress process"—printing from a raised surface on a plastic plate against a steel impression cylinder, using an anilox roller for ink supply and a "doctor blade" to wipe excess ink from the roller.

"Many of you are probably thinking, 'We finally got the offset process to where it is reliable and produces good quality printing. New press manufacturers are in the market, and prices have actually gone down a little. Why start all over again with flexo?'"

Roth answered his own question by citing these advantages to flexo: printing quality, less newsprint waste, ability to print adequately on "poor newsprint," fewer web breaks and reduced show-through even on lighter-weight paper, use of safer, water-based inks and virtual elimination of ink rub-off, ease of operation, "significantly lower" capital costs, reduced power consumption, and elimination of ink misting.

On the issue of quality, Roth showed comparative slides of a microscopic look at flexographic and offset printing on newsprint. Flexo, he said, prints black type and spot color better than offset, and half-tone reproduction "may very well be equal to offset."

As for process color, Roth said one initial evaluation concluded that flexography produces "superb" results. "Tests are extremely encouraging, but it's just too early," he said. "I'd give the process color edge to offset, but the edge may be one of inexperience rather than an actual drawback to flexo."

The Knight-Ridder executive cited disadvantages to flexo in only three areas: cost and registration characteristics of plates, the wear factor for anilox rollers, and the difficulty in handling water-based inks.

On balance, Roth concluded, "I feel that by the end of 1985 I may be telling you that there is a viable option to offset."

Following Roth to the lectern, Riggs also enumerated the advantages and disadvantages of a form of printing, but he focused on offset. The disadvantages, essentially, are the obverse of flexography's advantages as identified by Roth. Riggs summarized the advantages of offset this way: "It works. It's easy. It's fast. It's quality. It's cost-effective." And with solutions to some of offset's problems in the offing, it's "the future," he said.

Riggs also maintained that "the photographic nature of (offset) plates will allow direct computer output to full-page offset plates when complete pagination is a reality for all of us." He said the newspaper business is "much more likely to see that than with a relief plate."

The tight format—"nine speakers in 120 minutes," as moderator Walter E. Mattson of The New York Times Co. put it—did not allow for surrebutter.

Other matters. The well-attended clinic also featured presentations on ink, reproduction quality, the mailroom, environmental safety and ANPA technical activities.

Gene McDavid, vice president and general manager of the Houston Chronicle, reported that Convention-goers had "inundated" him with questions about ink. He pointed to one large-scale readership survey in which 55 percent of readers agreed "that one of the most aggravating things about newspapers is the way the ink comes off my hands."

"And all of us still flinch to recall the yellow ink-PCB problem that surfaced in California and spread overnight throughout the country," he said [presstime, Sept. 1984, p. 33].

But McDavid, vice chairman of the ANPA Technical Committee and head of the Ink Project Task Force, said the news about ink is good and getting better. The letterpress variety of ANPA-INK™, a non-petroleum-based ink, is "now ready for commercial production and sale," he said, and test results to date for offset ANPA-INK "have been good."

In addition, research into non-petroleum color inks "is in the beginning stage," with a red letterpress ink having been formulated thus far, he said.

One characteristic of ANPA-INK is reduced ink rub-off, and, according to McDavid, ink manufacturers are making strides in reducing the rub-off tendency.

As for ink safety, he said results of a study of the pressroom environment will be made public later this year, and "the bottom-line results are very favorable."

Charles R. Blevins, vice president/production of Gannett Co., and the Newspaper Advertising Bureau's Charles M. Kinsolving Jr. discussed what's being done about reproduction quality.

Blevins stressed that the level of quality reproduction attained by Gannett's USA Today "encompasses the total newspaper," including editorial, advertising, circulation and accounting departments as well as production.

But more than anything else, Blevins said, quality can be achieved only when there's a commitment to it from the top.

Once that commitment has been made, he told the newspaper executives, the keys to quality are consistency, control, testing and evaluation.

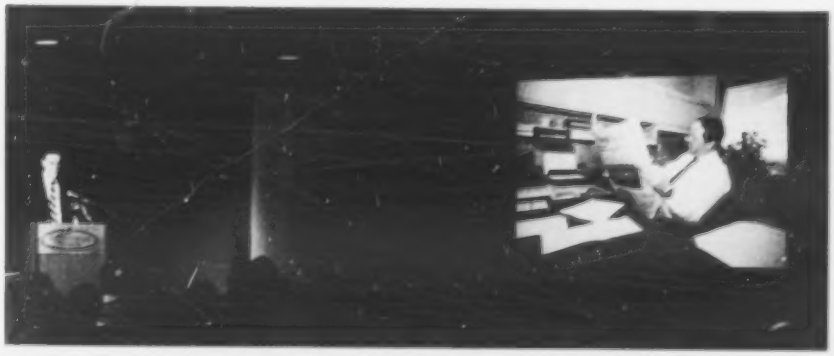
Kinsolving, vice president/marketing and new technology of NAB, said that quality is being demanded increasingly by advertisers—especially quality color.

In a survey last December of 400 advertising executives around the country, NAB found that the vast majority want quality color "not only within runs but across papers. And they want it to be available in all major markets. . . . About half of them also feel the cost of newspaper color is too high, especially given the low quality now generally available."

Kinsolving said color quality in newspapers "needs to be improved and standardized," or else "we will lose more billing to preprints, direct mail and magazines."

The mailroom part of the program, led by James A. Cooper of The Washington Post, summarized work of ANPA's Post-Press Packaging and Distribution Task Force. He said that in a recent task force survey, 568 responding newspapers identified the five biggest mailroom problems as inserting volume, inserting speed, counting, zoning and preprint storage.

The Post's assistant vice president/operations said numerous vendors are attempting to solve these problems. □



Gannett's Blevins uses slides to demonstrate quality printing.

More job opportunities needed

Newspapers need to do more in the area of providing job opportunities to minorities and women, the "Human Resources" clinic was told.

Speakers in the first half of the clinic, on the topic, "Toward a Bias-Free Workplace," stressed that most newspapers have a long way to go before realizing that goal.

However, "with determination, you can make change," said Cathleen Black, publisher of USA Today. "It's good for the country and your business."

A bias-free workplace "must start at the top," said Black, who was moderator of a panel that included Ellis Cose, president of the Institute for Journalism Education in Berkeley, Calif., Gerald Garcia, publisher of the Tucson Citizen, and David Lawrence Jr., publisher and chairman of the Detroit Free Press.

Other personnel and labor relations issues facing the newspaper business were discussed in the second half of the clinic.

In the minority-hiring area, all departments at newspapers need attention, Garcia noted. "Some think they're doing something by having mailrooms staffed with minorities at the minimum wage," he said.

As an example of how hiring minorities can improve a newspaper's profitability, Garcia reported that 346 new subscribers were obtained in a minority neighborhood in Tucson after a person who grew up in the neighborhood was sent in to solicit subscriptions. "That new hire made a difference," he said.

Cose noted that many minority journalists at newspapers "are frustrated with a profession they feel is unlikely to give them a fair chance to advance. The problem is, we got them in and now we're losing them." (See story, p. 37.)

Answering a question from the audience on how to recruit minorities, Cose said, "People tend to find people who are somewhat like themselves. . . ." Therefore, newspapers should hire minorities to help them recruit other minorities, he suggested.

Lawrence said newspapers should "focus on their own self-interest" because their "relevance to readers is at stake." Good will is not a guarantee of progress, he said. Progress is made by people who insist on it. "People tend to perpetuate themselves, and it's good to have women and minorities for that reason."

Black, Cose discuss workplace issues after clinic session.

The Detroit publisher added, "If you and I make progress (in hiring women and minorities) we'll have more customers."

Changing labor scene. In the second half of the clinic, titled "Labor and Legal Trends," moderator Keith R. Fuller noted that labor and personnel relations do not constitute a science. "There is constant change—decisions are made, affirmed or overturned" by government agencies and the courts, said Fuller, who is director of employee relations for McClatchy Newspapers in Sacramento and chairman of ANPA's Human Resources Committee.

Evidence of change also can be seen in the union movement and in the U.S. Department of Labor, noted Betty Southard Murphy, former chairman of the National Labor Relations Board and now a partner of the law firm Baker & Hostetler in Washington, D.C.

"There is no doubt in my mind that organized labor is at the threshold of great change—politically, socially, demographically and technically," she said. "There is no doubt in my mind that organized labor will make the changes necessary for survival."

Murphy also discussed what she called a "booming" increase in litigation over alleged age discrimination and wrongful discharge. Age discrimination claims "can only continue to increase," she said, citing Census Bureau projections of an aging population.

"The biggest problem I find in defending Age Discrimination in Employment Act cases is lack of proof in the individual's (personnel) file to support the reasons given for termination," she said. "Believe me, one of the most important things for you to carry home from this session is the determination that all employee evaluations will be completely accurate. One thing is certain—sooner or later you will be hit with an age case. Take time to get your house in order. Be an ant, not a grasshopper."

Other members of the panel were Douglas C. Harris, vice president/personnel, Knight-Ridder Newspapers Inc., Charles N. Mock, senior vice president/personnel, The Providence Journal Co., and Gregory L. Thornton, vice president/director of industrial relations, New York Daily News.

In communicating with employees, Harris said, "All too often our managers are desk-bound. There is a need to do more management by 'walking around.'"

Mock described a new three-year labor agreement negotiated with The Newspaper Guild that provides for wage increases split between bonuses and a percentage increase.

Thornton, describing what he characterized as a new era of labor relations, said management at his newspaper is now holding quarterly meetings with all unions in the plant to review financial operations and other matters. □

Executives answer direct mail

What are newspapers' answers to shared-mail competition?

Establish a quality total-market-coverage program. Hold down advertising rates. Get close to users of direct-mail services. "And short of that, I would pray a lot and talk to Dr. Billy Graham."

With those suggestions, John R. Harrison of The New York Times Co. launched the clinic on shared mail, an advertising medium that in the past five years has grown into a major newspaper competitor.

Harrison, vice president of the Times Co. and president of The New York Times Regional Newspaper Group, said New York Times papers in the South are "losing more than $3 million a year" to shared-mail competition. "We take the shared-mail threat very seriously," said Harrison, who moderated the clinic.

Speakers were Vance L. Stickell, executive vice president/marketing of the Los Angeles Times; James W. Hopson, publisher of The Middlesex News, Framingham, Mass.; and Sheldon L. Greenberger, vice president and director of advertising at the News and Sun-Sentinel of Fort Lauderdale.

Stickell described the Los Angeles Times' "Selective Market Coverage" program as having come from "humble beginnings" in 1982 to being "a prime coverage vehicle, enabling us not only to keep pace with a dynamic market, but also to develop new competitive leverage in an extremely challenging area of many media."

SMC is a preprint delivery program offering two basic options. "You can run a preprint in the Times, combined with a preprint in the mail (delivered in a Times shared-mail package), or, you can run an ad in the Times and we can mail (via shared mail) your preprint," according to Stickell. "And you have the option of running your preprint or ad on any day of the week.

"What's more," he continued, "your ad can appear anywhere—run-of-paper display, Home magazine, TV Times, classified or classified display."

The program has the capability of reaching 80 percent of the 3.5 million households in the Times' coverage area of Los Angeles and Orange counties and parts of Ventura and San Bernardino counties. It can reach 100 percent of single-family dwellings and 30 percent of apartments.

The area is broken up into 109 subscriber "grids." "Mail distribution splits" within selected grids also are available, resulting in 170 geographic selections. Potential coverage in individual grids ranges from 75 to 98 percent, Stickell said.

"With this customized plan, the advertiser can select one or a combination of areas to best cover the desired market segment, or he can buy the entire 170 areas to attain maximum market saturation."

Since its inception, SMC has delivered more than 1 billion preprints, Stickell said. In 1984 alone, it delivered 503.7 million copies and served an average 60 advertisers per week.

Stickell reported that in the first quarter of this year, piece volume increased 32 percent over the same period in 1984 and revenue rose 44 percent.

Late last year, the Times broadened its non-subscriber reach program with introduction of two "solo mail" services. One is called "Zip-up," using a non-subscriber resident list, and "Zip-over," using a list of non-subscribers who are charge customers of a particular advertiser. "Both programs net us a pure profit surcharge without any capital outlay," Stickell said.

However, not all total- or selective-market-coverage programs are as successful, at least in the beginning.

Hopson of The Middlesex News said his newspaper launched a TMC publication in fall 1983, but it was "all wrong." Lacking a "product manager"—an essential ingredient to any successful TMC program, he said—it just "didn't work well" and lost money.

Margaret Genovese

Two-year-old Grace Northrop, daughter of Thomas P. Northrop of Observer Publishing Co., Washington, Pa., and her mother, Peggy, meet Popeye arch-enemy Bluto at the King Features Syndicate reception.

The News improved the weekly product with good editorial material including cover stories on consumer and other topics. It cost "some money" to turn the operation around, Hopson acknowledged, "but the results were real good."

Real estate, automobile and auto-leasing ads have been particularly successful in the publication, he said. Selling single-sheet ads carried as preprints in the TMC publication also has been a success. Hopson said the availability of such pieces "opens up advertising possibilities that the sales force didn't have before."

The newspaper benefits because single-sheet ads are inexpensive to produce and mail, but they yield proportionately high revenue, he said. Advertisers benefit from having a relatively inexpensive yet effective means to reach targeted customers.

Among good prospects for single-sheet advertising could be small restaurants and muffler shops, Hopson said.

Competing direct-mail firms, in fact, already have had much success selling single-sheet advertising to small businesses, he noted.

Single-sheet ads—"mini-mail"—also is part of the TMC strategy at the News and Sun-Sentinel, said Greenberger. He told how his company started a shared-mail TMC program to help compete against direct-mail competition and to support his company's existing direct-mail services. Those include the Gold Coast Shopper and a mail house called Gold Coast Labeling.

In setting up a TMC program, Greenberger recommended "some ammunition for the battle" against mail competitors: Keep preprint rates competitive on a cost-per-thousand basis; offer frequency discounts; consider counting preprint linage toward contract fulfillment; and consider forming a network with other newspapers to make it easier for advertisers to buy newspaper preprint delivery services.

Greenberger suggested that newspapers check their preprint profitability. It is "not atypical" to find newspapers making high profits on their preprint business, he said. "There is room, perhaps, to take a step back (from current price levels), at least for the time being."

The Florida executive also noted a new trend on the mail front. "An awful lot of money we're losing to direct mail is not to shared mail," Greenberger said, but to single-sheet mail that retail stores are sending directly to charge customers. □

Foundation broadens mission to assist minority opportunity

The Board of Trustees of ANPA Foundation has added to the Foundation's mission statement the goal of working with the public and with newspapers to "enhance minority opportunities in newspapering."

It is the first change in the Foundation's mission statement since it was adopted in 1968, according to Judith D. Hines, vice president and director.

Exactly how the Foundation will carry out its new mission has not been decided, Hines said. However, she said the Trustees indicated a desire for the Foundation to reach out to newspapers in the same way it has through its Newspaper in Education program, "with hopes for the same kind of success."

The Foundation already has taken on several new projects as part of its participation in the newspaper industry-wide Minority Issues Steering Committee [presstime, May 1985, p. 82].

Subsequent to the Trustees' meeting, the James S. Copley Foundation donated $30,000 to the Foundation to support its new mission.

The other longstanding goals of the Foundation as described in its mission statement are to: "develop informed and intelligent newspaper readers; develop and strengthen public understanding of the press and of freedom of speech and press; and advance the professionalism of the press."

In other business, the Trustees re-elected their four officers to additional one-year terms. They are Chairman and President Helen K. Copley of The Copley Press Inc., La Jolla, Calif.; Vice Chairman Edwin L. Heminger of The Courier, Findlay, Ohio; Secretary Hines; and Treasurer Thomas C. Fichter, senior vice president and general manager of ANPA. □

Times Mirror Co.'s John E. Melkerson (left) and G. Web Ross enjoy scenic view at breakfast.

Convention sidelights

The range of speakers noted

Former Secretary of State Henry Kissinger began his Monday morning speech by noting that the Convention's "foreign policy considerations" would begin with him and conclude with Gen. Vernon Walters at the closing luncheon, "which means you have every point of view represented here from A to B."

Cut-rate rms, moon vu

By scheduling the Convention after May 1, when "off season" hotel rates went into effect, ANPA-member newspapers saved several hundred thousand dollars in expenses. The dates of the Convention also made it possible to view a full moon over Miami, a sight made famous by the old Betty Grable movie and song.

Newspapers galore for attendees

Literally thousands of complimentary copies of dailies were delivered to the Fontainebleau Hilton every morning. As hotel guests headed for the elevators they could pick up copies of The Miami Herald, The Orlando Sentinel, the Sun-Sentinel of Fort Lauderdale, USA Today, The Wall Street Journal and, in the afternoon, The Miami News and the Fort Lauderdale News. The Herald alone said it delivered about 700 copies a day. The wife of one conventioneer was heard to say, "I never read so many newspapers in my life."

Drawing the most comment was the Tuesday, May 7, edition of the Sun-Sentinel. It featured a front section printed on the paper's new Windmoeller and Hoelscher flexographic presses. Included in the edition was the same section printed on offset presses, and by all accounts, the flexo reproduction was superior. Publisher Thomas P. O'Donnell reported that reaction to the flexo section was "phenomenal."

UPI gets twitted in print

One of the things on the minds of newspaper executives attending the Convention was the future of United Press International, which filed for bankruptcy in late April.

In its extensive coverage of the proceedings, The Miami Herald noted: "UPI gave a reception Tuesday noon. But they had a cash bar."

Although the Herald didn't say so, both the UPI *and* the Associated Press receptions are *always* on a cash-bar basis.

All aboard for the good times

The location of the Convention made it possible for several newspaper suppliers to get away from hotel hospitality suites and entertain guests on yachts moored in Indian Creek across Collins Avenue from the Fontainebleau. For example, Reed Paper Ltd. of Toronto chartered El Presidente, a 96-footer with ample room to entertain up to 75 guests in air-conditioned, art deco elegance.

Convention tapes available

Cassette tape recordings are available for all Convention sessions. Prices are $8 per cassette or $130 for a full set of 20 tapes, plus a 50-cent handling charge for each cassette ordered.

To order, contact Convention Tapes International, 1630 Cleveland Road, Miami Beach, Fla. 33141; (305) 865-5628. □

C. David Zambo

More than 2,000 registrants attended a wide variety of functions in the Miami area.

Advertisers lay it on the line

Day 3 — May 8

- Advertisers speak out
- The "chilling effect" of libel suits
- An ambassador's global view

Newspapers came in for sharp criticism when a retailer and a former advertising executive offered their views of what newspapers should do next to cater to advertisers' desires.

Lee M. DuBow, senior vice president and corporate sales promotion director of Belk Stores Services Inc., offered a retailer's perspective. William M. Weilbacher, president of Bismark Corp., a marketing and advertising consulting firm, supplied the views of the national advertising community.

DuBow, whose company has headquarters in Charlotte, N.C., listed five "very simple" things publishers can do to improve business—and profits.

1. "Communicate with the pros who make the decisions that affect your bottom line." He asked how many in the audience had visited their newspapers' five largest advertisers this year, and few hands went up. "You have to be visible to the decision makers if you want to be remembered," he said.

2. "Think color—full color." DuBow said a publisher recently asked him how important color was. "After the shock wore off," he continued, "I asked him if there was anything in this world—other than his daily newspaper—that he still saw only in black-and-white.

"The NBC-TV network called itself the full color network in 1969. . . . During your 20-year planning session this year, how many of you made plans to be full-color by 2009?"

The way to staunch the flow of advertising from run-of-paper to preprints is to perpetuate the "cavalcade of color improvements in many of your papers."

3. Re-examine rates. Besides death and taxes, DuBow said, there's a third inevitability: the annual newspaper rate increase. "In the face of wavering local department store linage, does your cost per thousand truly justify an increase?" he asked. He also posed this question: "Is this the time to discuss variable newspaper rates, just as the banks have a variable prime?" [presstime, May 1985, p. 10].

4. Don't neglect the news content of newspapers. "What business are you in: news—or entertainment? News—or the distribution of preprints? Simple questions without simple answers. But most retailers are asking the questions."

5. "Get serious about standardization." Beyond the existing SAUs® and standardized rate cards, publishers need to tackle "the three hardest ones"—standardization of circulation reporting, invoices and research.

He said there are at least 13 ways newspapers define circulation, and "we need a common denominator we can all understand. . . . We are interested in analyzing quality as well as quantity, and we want circulation fitted to our purpose."

To compete with direct-mail firms for preprint business, newspapers must offer more flexibility, DuBow said. "Some of you say your hands are tied: 'Union contracts dictate our distribution' or 'Our distributors are independent.' Our simple question to you: Shouldn't zoning decisions be based on the needs of advertisers?"

DuBow said the Audit Bureau of Circulations has the "expertise and credibility" to "take the initiative in encouraging members to adopt a standardized structure," such as audits by ZIP code. "Will you listen?"

Convention Arrangements Committee Chairman Capen presides.

On standardized invoices, DuBow chastised the International Newspaper Financial Executives organization for excluding two elements from its suggested 27-item standard invoice—preprints and contract status. "Did they forget? Or are the controllers from a different era?" he asked.

On standardized research, he suggested that it be published in an 8½-by-11-inch format that should also be adopted for all types of reports for advertisers.

"Newspapers and retailers have been great friends for more than a century, and we've been profitable together," the department store executive concluded. "Who in this room is going to answer our remarkably simple questions? I hope it's the entire newspaper industry."

Bismark Corp.'s Weilbacher, who previously held senior management positions with several major advertising agencies, reported on a new study of national-advertiser use of daily newspapers. Its general conclusion: "Newspapers can increase their share of national advertising expenditures, but to do so is a formidable problem, and it is a problem whose solution will require a real commitment of time, resources and effort on the part of the newspaper industry."

The study, which was designed to pinpoint factors that have led to newspapers' continuing loss of market share of national advertising, involved interviews last fall with 75 advertising executives in New York City, Chicago, Detroit, Los Angeles, San Francisco, Minneapolis and Rochester.

According to Weilbacher, who was one of four people conducting the "intensive" interviews, the national advertisers generally cited as newspaper strengths "localness . . . usefulness in retail support,

Lee M. Dubow

William M. Weilbacher

Study planned on

authoritativeness, immediacy and informativeness."

Weaknesses revealed were:

- "A lack of creative flexibility," such as the sound and motion offered by broadcasters
- Expense. "Newspapers just cost too much money," Weilbacher said. He added that national advertisers resent the fact that their rates are higher than those for retailers, "but this isn't at the top of their minds. . . . The real problem is the absolute cost of newspaper advertising."
- "A poor and uncontrolled environment for national advertising," in which newspapers usually cannot offer a specific position or guarantee good color reproduction as television can. Newspapers are also perceived as "too mass relative to selective magazines, and not mass enough relative to television."

In a nutshell, Weilbacher said, national advertisers don't view newspapers as a bad medium, but they do regard them as a limited medium.

One recent action aimed at protecting and expanding newspapers' advertising base was creation of the NAB's Future of Advertising Committee [presstime, May 1985, p. 70]. And Chairman Harold W. Andersen, president of the Omaha World-Herald Co., briefed the session on its main goals.

Andersen said the project "will not require special funding" but will "demand a lot of time and thought." Inviting comments from all newspapers and newspaper organizations, he said, "Today, I can only promise that we'll work hard and try to develop a good plan of action that we can implement as an industry."

The committee has these other members: ANPA Chairman and President Richard J.V. Johnson of the Houston Chronicle, Cathleen Black of USA Today, Robert G. Marbut of Harte-Hanks Communications Inc., Walter E. Mattson of The New York Times Co., Reg Murphy of The Baltimore Sun, Vance L. Stickell of the Los Angeles Times and Jerome S. Tilis of the Detroit Free Press. □

A new effort is being made by newspapers to answer advertisers' age-old question: "How did my ad do?"

At the General Session on marketing and advertising, Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, announced that the Newsprint Information Committee, a group of six Canadian paper companies, has committed $100,000 to fund a "Continuing Study of Ad Performance."

Calling the study "the number-one priority in newspaper research today," Bogart urged more newspapers to join the 14 that have agreed to participate so far.

Bogart also discussed the results of a 1984 NAB study conducted with the Atlanta Journal and Constitution and six retailers that compared the "productivity" of a direct-mail circular with four forms of newspaper advertising.

Productivity was defined as the ratio of sales revenue generated by each type of advertising to the cost of the ad. In the experiment, the direct mail piece was mailed solo, not as part of a shared-mail package in which two or more ad circulars are united and mailed at a lower cost per thousand.

"Every form of newspaper advertising out-performed direct mail," Bogart said. With the productivity ratio of direct mail assigned an index of 100, newspaper run-of-paper averaged 289, newspaper inserts 271, newspaper ROP plus mail 149, and newspaper inserts plus mail 191.

But Bogart said the study shows there is no single best way to advertise.

For three of the retailers, newspaper ROP advertising alone was most productive, he reported.

Each of the other three retailers reported a different most-effective approach. For one, it was ROP supplemented by a circular mailed to non-subscribing households as part of a total-market-coverage package; for another, it was a newspaper insert alone; and for the third, it was direct mail.

Despite the strong performance turned in by newspaper ROP in the Atlanta experiment, advertisers continue their pursuit of preprinted inserts. In an overview of newspaper advertising, Bogart reported that inserts are the fastest growing part of the business.

"Excluding classified, inserts now represent the equivalent of 70 percent of our total display pages," he said. "Our stake in inserts is so huge that we've got to be competitive with the direct mailers in our pricing and equipped to compete with them in coverage, in flexibility and in service."

One way newspapers can compete with direct mail for chain retailers' inserts is to offer delivery to their credit card customers. NAB is working on a system it calls "merge/purge" to match a newspaper's subscriber list with a retailer's credit card list.

Another way is through TMC packages. According to Bogart, newspapers deliver to more than 15 million non-subscribing households each week.

Bogart also warned that television, newspapers' biggest competitor, is going more aggressively after newspapers' retail business.

He predicted that a reduction of the length of the standard TV commercial from 30 seconds to 15 seconds would spur a push for retail ads similar to that which occurred when the standard went from 60 seconds to 30 seconds.

Looking back at 1984, NAB President Craig C. Standen said it had been a "great year," with advertisers spending a record $23.7 billion in newspapers. National advertising grew 11 percent, retail was up 12 percent and classified jumped 25 percent, he reported.

Standen predicted continued growth in 1985, but not at as fast a pace, with national expected to rise 7 percent, retail 9

Re-elected NAB Chairman Johnson presides over session.

ad effects

percent and classified 10 percent. NAB projects total advertising expenditures in newspapers to be $25.9 billion this year, he added.

Another NAB official, Charles M. Kinsolving Jr., provided the session with an update on technology as it affects newspaper advertising.

AD/SAT, the planned system for transmitting and receiving newspaper advertisements via satellite, will be tested this fall by 12 newspapers in nine cities and four ad agencies, Kinsolving noted.

"We are satisfied that it will give multimarket advertisers reproduction quality that they will find more than acceptable," the NAB vice president/marketing and new technology said. "And we expect that during 1986, AD/SAT will start rolling out a national network of facsimile receivers to newspapers which join the network."

Kinsolving also discussed technological developments involving other media.

He cited several developments that merit particular attention:

- Cable system operators are creating "interconnects" allowing two or more cable systems to be "joined in a specific area for the purpose of selling advertising."
- Videotex, which has "failed to live up to expectations," may be "about to take off," as people become more familiar with electronic technologies through devices like automatic banking machines.

At the NAB annual meeting that began the morning program, it was reported that the bureau had a net loss in membership of five newspapers since June 1, 1984, with 32 resignations and 27 new members.

NAB revenues from dues, investments and other income for the 1984-85 fiscal year were estimated to be $12,804,000.

Twelve newspaper executives were elected to three-year terms as NAB directors and six directors were elected to second three-year terms.

At a May 5 meeting of the bureau's board of directors, four NAB officers were elected to new one-year terms: Chairman Tom Johnson, publisher and chief executive officer of the Los Angeles Times; Vice Chairman Frank A. Daniels Jr. of the News and Observer and The Raleigh (N.C.) Times; Secretary and Assistant Treasurer Arthur Ochs Sulzberger of The New York Times Co.; and Treasurer Richard E. Diamond of the Staten Island (N.Y.) Advance. □

Publishers asked to assist in persuading Postal Service

Even though the newspaper business has been unsuccessful in its campaign to achieve equity in postal rates, there have been some gains.

William J. Keating of Gannett Co., vice chairman of the ANPA/NAB/National Newspaper Association Joint Postal Task Force, outlined the successes—as well as the formidable tasks that remain—on the postal front.

"What we have achieved over the past couple of years is to place the concept of fairness solidly into an environment where that idea had had no supporters," said Keating, senior vice president of Gannett Co. and president/Gannett Newspaper Division. "We questioned old assumptions and shook up the established order."

He noted that remarks of key figures in the last postal rate case indicated at least recognition of newspaper arguments that third-class rates are inequitably low. "The establishment is finally listening," Keating said.

ANPA and other parties have appealed the outcome of the rate case to the 2nd U.S. Circuit Court of Appeals in New York. Oral argument on the case was held May 21.

The Gannett official asked for publishers' support in continued work toward goals including:

- Separate postage for detached address labels for shared-mail pieces.
- Higher third-class rates to recognize "actual delivery priorities and reliability provided by the Postal Service"
- More institutional or "overhead" costs being properly assigned to third-class mail.

Keating, a former Ohio congressman, said publishers can boost task force efforts by trying to "have an impact on" Postmaster General Paul N. Carlin and his staff. That can be accomplished, he said, by "aggressively developing business relationships, and by emphasizing the positive financial impact of our industry, with the Postal Service." □

ABC chairman makes appeal

The chairman of the Audit Bureau of Circulations said during the General Session that a "trend to confrontation" between ABC and some publisher members constitutes "a threat to ABC's continued existence."

Donald G. Goldstrom said the confrontation has taken the form of "disputes" in which ABC has been dragged into court and has had to pay big legal bills.

In an interview after the session, Goldstrom said an example of such a case was the lawsuit filed by The Trentonian against The Trenton Times and ABC. The Trentonian charged the Times and ABC with fraud, violating state and federal antitrust laws, and other activities as a result of inflated Times circulation figures.

"It cost us an awful lot of money to defend ourselves, and the suit was dropped," Goldstrom said.

"ABC auditors are not charged with the responsibility of policing your circulation departments," he said in his prepared remarks. "Nor do they begin their audit with the expectation that they will discover organized schemes to inflate paid circulation figures. ABC cannot afford, nor do we believe our members can afford, the kind of special audits required to deal with a 'catch-me-if-you-can' philosophy."

Goldstrom said he realizes "it is the intent of the great majority of publishers to live up to their management responsibilities and to their obligations as ABC members. At the same time, I suggest that it is a matter of concern that is likely to affect our common interest."

This "trend to confrontation" is just one reason Goldstrom said "the stool is wobbling a little" at ABC, a tripartite organization made up of advertisers, advertising agencies and publishers.

Another reason is that some members "have taken ABC for granted," said Goldstrom, who is vice president and director of advertising and marketing services at Armstrong World Industries Inc.

"Most advertisers are so confident of the good job performed by ABC audits that they don't pay very much attention to the changes taking place in markets and marketing, particularly newspaper marketing," he said. "Too often, as advertisers, we have depended on the publishers to read what's in our minds and make the rules. Too often . . . important issues have been debated among publishers while the advertisers looked on benignly." □

Libel litigation expensive, regardless of the outcome

Paul L. O'Brien

Joseph P. Averill

Win or lose, newspapers involved in libel suits are facing huge payouts in legal fees and insurance premiums. The typical libel suit that goes to trial will cost a newspaper $150,000 in legal fees alone.

"And costs continue to rise," said Edward W. Estlow, president and chief executive officer of Scripps Howard, as he opened a a panel discussion on libel titled "Speech Isn't Free: It's An Insurable Risk, Maybe." Estlow is chairman of the Newspaper Insurance Advisory Group. [See story, p. 42.]

To further complicate the problem, the number of companies offering libel insurance can be "counted on one hand with one finger left over," said panel member Paul L. O'Brien, U.S. general counsel for Mutual Insurance Co. Ltd. of Hamilton, Bermuda, one such company [presstime, March 1985, p. 16].

Fifteen years ago, a $20,000 libel judgment was considered substantial, he noted. "In today's world, cases that get to the jury have the potential for being multi-million-dollar loss items."

O'Brien, a member of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler, noted that newspapers in the Mutual program are now sharing the cost of defending against libel suits, and he said a surcharge for poor past experience will be levied this year.

"For many years, we have operated on the basis of collective security," O'Brien said. "Unfortunately, the marketplace no longer permits this approach, and we are, at this time, individually rating risks on the basis of their performance over the past five years."

Newspapers, he continued, "have got to begin to think more in terms of what is cost-effective, while still not compromising their own integrity. Simply stated, this mean that when settlements can be made which recognize error on the part of the newspaper even though that error might, in a technical sense, be completely defensible, then one must look at cost-effectiveness."

Another panel member, Parker D. Thomson, noted that costs can be divided into two parts: the judgment itself, and "the much larger part—the cost of defense, whether successful or unsuccessful." Total defense costs "are probably three times the total of damage awards," he said.

A greater loss is the loss of press freedom that can be brought about by a "chilling effect" of libel suits, said Thomson, a member of the Miami law firm Thomson, Zeder, Bohrer, Werth, Adorno & Razook. Libel claims are "the key cause of truncated press freedom," he said, and can cause decisions not to print reports that ought to be printed in the public interest.

Joseph P. Averill, general counsel to The Miami News, noted that an increasing number of newspapers are having articles reviewed by a libel lawyer prior to publication.

The lawyer reviewing articles "must know that he is not a super-editor," Averill said. "His function is not to decide which stories get published and which get spiked." The editorial counsel's role is to point out any pitfalls in a story.

Averill observed that review of the editorial process is often resisted in newsrooms. But he said it is necessary because of the "fault" standard in private figure libel cases, which has been translated in most states as a simple negligence test. "As publishers," he said, "you must help overcome this newsroom resistance."

"Consumer affairs" articles are a fertile source of litigation, Averill warned, largely because merchants are not usually "public figures" for libel purposes.

The use of confidential sources and "blind quotes" also provide a basis for much litigation.

Costs for legal review can be high.

But, said Averill, "Increasingly, newspapers are finding that, on a cost/benefit basis" prepublication review results in substantial savings later on. Review of sensitive stories can save possible litigation costs, indirect costs of management time and "loss of community standing" by being dragged into court.

In fact, Averill also said, some newspapers have found that their libel lawyer "can be the best bargain in town."

The fourth panel member, Katharine P. Darrow, general counsel of The New York Times Co. and chairman of the ANPA Legal Affairs Committee, took the audience step-by-step through a libel case.

At the beginning of a case, publishers should ask their lawyers to prepare a comprehensive budget outlining what they plan to do at each stage. It should be established whether the case involves a matter of principle in which every effort must be made to win, regardless of cost, or whether it is a case that can be settled or even lost.

She said the point of the budget process is to ensure that the publisher stays involved in the management of the lawsuit and is informed at every stage how the actual costs compare with the latest estimates.

"The most important rule of the budget process, that must be explicitly agreed upon by your lawyers, is this—you will not pay any bill that exceeds the budget unless you have been told in advance that the costs will exceed the budget and have been given a revised estimate," Darrow said.

A preliminary fact investigation and the drafting of an answer to a complaint may cost $5,000 for 40 hours of a lawyer's time, she noted.

The next stage, discovery, is more expensive, Darrow said, "because it takes hours and hours of lawyer time." To control discovery costs, "make sure no more lawyers are going to the depositions than necessary," and "consider which depositions are really necessary to your case."

Pretrial motions to dismiss or for summary judgment require extensive legal research and are expensive. "The papers for a summary judgment motion are likely to cost at least $10,000, perhaps as much as $20,000," she estimated. "So you have to ask yourself—and ask your lawyers—what are your chances of success with this motion?"

When a typical case goes to trial it may last three days to a week. A "fairly routine" trial will cost "at least $50,000," Darrow said. Then come post-trial motions and appeals and more expenses that can bring the total cost to $150,000.

Counterclaims and countersuits for damages "are by no means a sure way to recoup even your legal costs," the Times Co. attorney cautioned.

"Of course," Darrow said, "they have other benefits, and you may decide that by bringing such countersuits you'll discourage other plaintiffs from suing in the future. That's certainly a way to cut legal costs, but hard to quantify." □

Walters closes Convention with global view; warns major Soviet goal is to divide U.S. allies

An objective of the Soviet Union is to convince other countries that the United States is not a reliable ally, said U.S. Ambassador-at-Large Vernon A. Walters in the Convention's concluding address. He said U.S. policy in Nicaragua is being viewed by America's allies as a test of resolve.

"The prime objective of the Soviet Union has been to divide U.S. allies by telling the allies that the United States is not a reliable protector," said Walters, who was confirmed by the Senate a week later as ambassador to the United Nations.

Walters observed that France began to develop nuclear weapons after the United States initially failed to respond to the placement of missiles in Cuba. "Do we want to live in a world where 35 nations develop nuclear weapons to protect themselves because they do not trust the United States? And that is why the credibility of the United States today is so important," he said.

Because his nomination was still pending in the Senate, Walters told the publishers he was at a "peak of timidity."

Nonetheless, the retired Army lieutenant general and former deputy director of the Central Intelligence Agency shared other "lessons" learned in 44 years of public service.

It is "difficult" to deal with a military-industrial complex such as the Soviet Union and "to convince them they should reduce the defense burden on their people," he said.

The Soviet Union already has "a three or four-to-one" advantage over the United States in nuclear weapons, he noted.

There will be "changes in style" under the new Soviet leader Mikhail Gorbachev, he said, but there will not be substantive changes under "a government run by consensus."

He surprised many in the ANPA Luncheon audience by commenting that next to the Soviet Union, the United States' "most delicate" relationship is with Mexico. "Every kid there reads that we took half of their country," he said.

Commenting on other countries in an address rich with anecdotes, Walters noted that:

- In Vietnam, there is only one newspaper today. Once, 21 papers were published there.
- In Africa, "We must convince them that we're opposed to apartheid."
- In the Middle East, "We're committed to Israel's security," and there is a need for negotiations between Israel and the Palestine Liberation Organization.

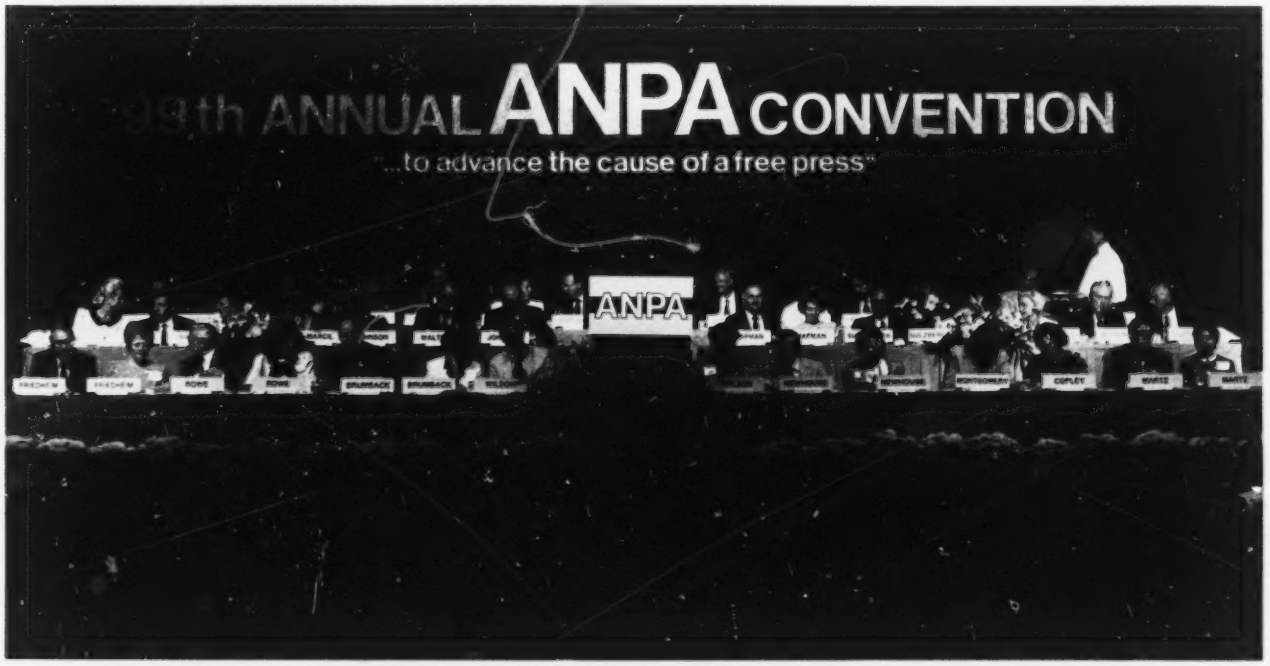
At one point, Walters referred to another Convention speaker as he recounted in detail the story of how, during the Nixon administration, he smuggled Henry Kissinger into Paris for secret negotiations.

Appointed by President Reagan in 1981 to be ambassador-at-large, the multilingual Walters has been dispatched on numerous trouble-shooting and mediating missions around the globe. They include trips to Latin America, the Middle East, the People's Republic of China and Africa.

As UN ambassador, Walters succeeds Jeane J. Kirkpatrick. He vowed he "will not try to fill (Kirkpatrick's) shoes. I will fill my own."

He said he will be neither a hawk nor a dove, but "will speak like an eagle." He will not be "an errand boy," but one who will help formulate policy.

His desire, Walters said, "is to be remembered as a man of peace." □



ANPA Board members and spouses enjoy luncheon before Walters address.

REGULATIONS

JOA buyout gets green light

The Department of Justice has announced it will not challenge the apparently unprecedented purchase of one party in a newspaper joint operating arrangement by the other.

This gives the go-ahead for The Derrick Publishing Co., publisher of The Derrick (morning, circulation 16,688) in Oil City, Pa., to acquire all of the assets of News-Herald Printing Co., publisher of The News-Herald (evening, 8,339) in Franklin, Pa., about nine miles away.

Since 1956, the business operations of the two newspapers have been performed by Venango Newspapers Inc., a company jointly owned by Derrick and News-Herald.

Such arrangements are granted antitrust immunity under the Newspaper Preservation Act, which allows two competing newspapers to merge their business operations if one of the newspapers is in danger of failing.

E.P. Boyle, president and publisher of The Derrick, said he hoped the purchase would be completed by the first of June.

"This changes very little in our operation," he said. "We will try to continue the evening paper the same way it's been running."

Carolee K. Michener, executive editor of the News-Herald, said the newspaper's sale came as no surprise to its 12-member news staff because it had been in the works for a year.

"I'm happy and I think the rest of the staff is happy that the Derrick is buying it," she said.

There are no changes in policy expected immediately, Michener said, and the staff will remain the same.

News-Herald Vice President and General Manager Taylor W. Foster said he and the other principal owner of the newspaper, Harriet R. Bleakley, decided to sell because they wanted to retire.

Foster declined to disclose the sale price.

An attorney for both newspapers, Morris J. Levin of Washington, D.C., had asked the Justice Department for a statement on whether it intended to challenge the proposed purchase. Levin said it was the first time in the history of JOAs that one participant had bought out another.

In an April 29 letter to Levin, Charles F. Rule, acting assistant attorney general for the Antitrust Division, said the department did not intend to take any enforcement action.

In making that decision, the department applied a two-pronged test developed in 1983 in connection with its investigation of a proposal by the owners of the St. Louis Globe Democrat and the St. Louis Post-Dispatch to merge the newspapers and close down the Globe-Democrat, Rule said.

The department announced at that time it would challenge the mergers of JOA newspapers unless one of the newspapers would be a "failing company" if operated outside the JOA, and there were no alternative purchasers willing to operate the newspaper outside the JOA.

In the St. Louis case, the Justice Department actively sought buyers for the Globe-Democrat, which ultimately was purchased by Jeffrey M. Gluck, publisher of Saturday Review magazine [presstime, Feb. 1985, p. 51].

In the Pennsylvania case, Rule said, the department believed that the owners of the News-Herald had made "serious efforts" to find a buyer other than Derrick.

Rule also said the department concluded that the News-Herald "likely would be a 'failing company'" outside the JOA after analyzing financial information and talking to third parties familiar with the newspaper and its market.

It took into account, he said, "the relatively depressed economic condition of the Franklin-Oil City area, the area's small and stagnant population, and the lack of a strong retail base to supply advertisers for two competing daily newspapers." □

Film describes 'Hazard Communication' rule

A 10-minute audiovisual program is now available to help newspapers comply with the training requirements of the federal Occupational Safety and Health Administration's "Hazard Communication" standard.

Designed to give newspaper employees an overview of the new regulation, "What's It All About" was produced by Industrial Training Systems Corp. with the assistance of ANPA [presstime, March 1985, p. 26].

Newspapers also will have to provide their employees with training in the safe use of specific hazardous substances, according to Richard W. Neergaard, ANPA manager/environmental services.

ANPA is developing a package of materials to assist with this and other aspects of compliance with the standard, he said.

The audiovisual program is available in several formats: slides with accompanying audio tape, ¾-inch videotape and ½-inch video tape (VHS, Beta I or Beta II). Single copies of each are available for $325 plus $7.50 for shipping and handling. There are discounts for multi-copy purchases. Contact ITS, 20 West Stow Road, Marlton, N.J. 08053. □

REGULATORY NOTES

• Federal Communications Commission Chairman Mark S. Fowler has asked Congress for authority to use an auction to award initial licenses for some broadcast frequencies.

The **competitive bidding option** would not apply to media of mass communications, such as radio and television. However it would cover cellular radio, according to Thomas C. Spavins, deputy chief of the FCC's Office of Plans and Policy.

• The Occupational Safety and Health Administration told its regional administrators to resume enforcement of the **hearing conservation** amendment to its workplace noise standard.

OSHA had suspended enforcement after a three-judge panel of the 4th U.S. Circuit Court of Appeals ruled last November that the agency exceeded its authority in adopting the amendment [presstime, Dec. 1984, p. 34].

OSHA's latest action was prompted by the court's April 3 announcement that it had agreed to OSHA's request for a rehearing of the case by the full court.

Bill to weaken FOIA advances in Senate

For the third consecutive Congress, a major bill to weaken the Freedom of Information Act has started to move through the Senate.

"The Freedom of Information Reform Act," S 150, was approved May 15 by the Senate Constitution Subcommittee. It is identical to legislation passed by the Senate in 1984 and opposed by press organizations [presstime, April 1985, p. 14]. That bill was never acted on by the House.

Subcommittee Chairman Orrin G. Hatch (R-Utah), sponsor of the bill, said hearings will be held on the measure by the full Judiciary Committee, but at press time no date had been set.

Judiciary Committee Chairman Strom Thurmond (R-S.C.) and subcommittee member Paul Simon (D-Ill.) both expressed an interest in hearings, according to their staffs.

Simon, who was elected to the Senate in November after 10 years in the House and who at one time owned a group of weekly newspapers, was the only one of the five subcommittee members to vote against the bill. He asked for hearings after receiving information from a coalition of press organizations, including ANPA, outlining their objections to the legislation. "It was enough to raise questions in his mind about the bill," said his press secretary, David W. Carle.

Among other things, press organizations object to S 150's provisions creating a new exemption for organized crime investigations and allowing the government to charge "fair value fees or royalties" for certain technological information.

In the House, no hearings have been scheduled on an FOIA bill introduced by Rep. Glenn English (D-Okla.), chairman of the Government Information Subcommittee. English's bill, HR 1882, is more limited in scope than the Senate bill and does not contain the organized crime exemption or the fee provision.

Any work on FOIA legislation in the House subcommittee will take the form of "quiet negotiations" aimed at reaching a consensus among interested parties, said Robert M. Gellman, subcommittee counsel. "We've held all the hearings that there are to hold on this," he added, referring to hearings during the last Congress. □

LEGISLATIVE NOTES

• Testifying before a congressional subcommittee May 21, a spokesman for the Free Marketing Coalition said the media organizations making up the group oppose a ban on broadcast **beer and wine advertising** as unconstitutional.

Howard H. Bell, president of the American Advertising Federation, also told the House Telecommunications, Consumer Protection and Finance Subcommittee that mandated "counter advertising" would create "dangerous new precedents."

ANPA is a member of the coalition.

• Two congressional committees have approved bills to **reauthorize the Federal Trade Commission.**

The measure adopted May 9 by the Senate Commerce Committee includes a provision that would prohibit the commission from issuing industry-wide rules regulating advertising on the basis of unfairness.

The bill passed May 15 by the House Energy and Commerce Committee has no such provision.

• Congress has passed a bill repealing a law requiring **"contemporaneous" records** to substantiate tax deductions for the business use of automobiles and certain other property [presstime, May 1985, p. 42].

The Internal Revenue Service interpreted the 1984 law to mean taxpayers must keep detailed logs of their automobile trips. ANPA was among those protesting the rules.

Although the controversy was largely over the law's application to automobiles, it also covered other dual-use property, including personal computers.

To offset revenue losses from the repeal measure, Congress included a provision reducing depreciation deductions and investment tax credits for business cars.

Libel symposium scheduled in August

An advanced Libel Trial Symposium for media defense counsel will be conducted Aug. 22-23.

Cosponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center, the symposium will be the second they have offered. The first, in 1983, provided basic training in libel law. The upcoming one, at the Hyatt Regency O'Hare in Chicago, is intended to provide more advanced training for lawyers in the actual trial of libel cases. To attend, lawyers must have the approval of an ANPA or NAB member.

For more information, contact W. Terry Maguire, ANPA vice president/general counsel, at The Newspaper Center in Reston. □

COURT BRIEFS

• In a 6-3 decision, the U.S. Supreme Court ruled May 20 that The Nation magazine **violated copyright law** when it ran excerpts from a then-unpublished manuscript of former President Gerald R. Ford's memoirs. Rights to the manuscript were held by Harper & Row, which had sold the rights to publishing excerpts to Time magazine.

Justice Sandra Day O'Connor, writing for the majority, said the use of "generous verbatim excerpts" of the manuscript was not a "fair use" within the meaning of the Copyright Act. The decision reversed a ruling by the 2nd U.S. Circuit Court of Appeals [presstime, Oct. 1984, p. 43].

• Two **newspaper antitrust cases** have been dismissed. Both involved complaints against the total-market-coverage programs of daily newspapers.

The suit filed by Sun Newspapers of Lincoln, Neb., against the publishers of Lincoln's two daily newspapers was dismissed by stipulation of the parties [presstime, April 1985, p. 34]. There was no admission of wrongdoing or payment made by any of the defendants, the parties said. Defendants were Journal-Star Printing Co., Lee Enterprises Inc. and the State Journal Co.

The suit filed by Green Valley (Ariz.) News and Sun against the Arizona Daily Star and the Tucson Citizen was ordered dismissed by U.S. District Judge William D. Browning [presstime, Feb. 1985, p. 30]. Browning said that he had found no injury or damage to date.

ANPA calls proposed rules change for second-class 'unnecessary'

ANPA has characterized as "unneeded problem solving" a U.S. Postal Service proposal that would effectively end the use of second-class mail for total-market-coverage programs.

"The Postal Service poses a non-existent problem and proceeds to answer it with unnecessary and intrusive regulation," the Association said May 20 in comments to USPS.

"Why the Postal Service would wish to spurn new business and discourage publishing innovations remains a mystery to us," ANPA said.

In what some observers said was a "surprise" move, USPS March 6 proposed a rules change that would prohibit newspapers from mailing a second issue on a day that another regular issue appears [presstime, April 1985, p. 42].

The change would mean that newspapers now using second-class mail for TMC programs would have to switch to third-class mail, use the second-class "requester" category, or implement a carrier-delivery system.

USPS said the second-class TMC programs—which it called "Plus" issues—have resulted in a "blurring" of the distinctions enacted by Congress between second- and third-class mail.

But ANPA said in its comments that such a non-subscriber delivery program is consistent with existing Postal Service rules and regulations. "Current rules are perfectly adequate to address any abuses," it said.

ANPA said many of the "Plus" issues that have been developed are "innovative, reader-oriented marketing programs that will inevitably enhance the newspaper's future and invite our members into a reunion with USPS." The programs, which reach subscribers as well as non-subscribers if done properly, in many cases help build paid circulation.

The USPS proposal followed an Advo-System Inc. complaint to the Postal Rate Commission in which the direct-mail firm objected to newspapers' TMC programs using second-class mail. The Postal Service originally sided with newspapers in that case, but it later reversed its position and proposed the rules change.

The rate commission subsequently put the Advo petition on hold pending the outcome of the proposed USPS rules change. Advo objected to the stay of its complaint. But the commission May 14 said it will stick with its plans.

The commission also said, however, it encourages Advo and other parties in the case to settle the complaint. It said it will hold proceedings for a settlement. A pre-hearing conference on the issue was scheduled for June 18.

A byproduct of all these legal twists and turns is the production of truckloads of legal briefs. One observer called it a "paper war" among the various mailing interests.

The paper proliferation has manifested itself in a new, though informal, ANPA group called the "second-class 'issue' interest group." It includes representatives of many of the approximately 200 newspapers that use second-class, non-subscriber mailings, and some members of the ANPA Postal Committee and ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force. □

Canadian 2nd-class rate to increase 6%

Canada Post announced a series of rate increases that will boost costs for second-class delivery about 6 percent.

The changes will become effective June 24 unless the federal government decides to postpone the implementation date.

John E. Foy, executive director of the Canadian Daily Newspaper Publishers Association, said CDNPA considers the new rates fair and will not oppose them.

Canada Post rates last went up in the first quarter of 1984 [presstime, Nov. 1983, p. 18]. □

Senate, House actions brighten picture for postal subsidy

The provision of federal funds to augment delivery cost of "preferred" mail, such as in-county newspapers, is having rough sledding in Congress again this year.

The U.S. Senate in May voted 51 to 46 to allocate $100 million for the purpose—more than $700 million less than needed to maintain existing postal rates.

Even at that, the full Senate was more generous than its Budget Committee, which recommended that no money at all be provided. Zero funding would result in 150-300-percent postal rate increases for newspapers [presstime, May 1985, p. 49], experts have said.

Efforts in the House appear more encouraging to newspapers with substantial mail delivery.

The House Budget Committee May 16 recommended $871 million for the so-called "revenue forgone" funding category—an amount that would allow second-class rates to remain at about current levels.

At press time, the full House had not acted on the proposal. But Tonda F. Rush, ANPA counsel/government affairs, said the House likely would go along with most or all of the recommendation. The matter then would go to a House-Senate conference committee to resolve the difference.

Rush noted that there is some Senate interest in limiting in-county, second-class rates to publications primarily mailed within the county of publication. Excluded from using in-county rates would be national publications and those publications that primarily use their own carrier force for newspaper delivery. □

POSTAL NOTES

• The U.S. Postal Service has abolished rules requiring all **advertisers in a shared-mail package** to have a separate third-class bulk mailing permit. Effective May 19, the annual $50 fee must be paid only by the company entering the shared-mail package into the mailstream.

ANPA opposed the change. It said the permit "extends to the consumer at least the very tip of a paper trail through which he or she may satisfy himself that the mail has paid its required freight and may determine at whose behest it was sent."

• Daily newspapers in the United States and Canada "are **depending less on the Postal Service** for delivery to subscribers than in previous years," according to a "mini-survey" conducted earlier this year by the International Circulation Managers Association.

However, the survey also showed that a number of newspapers, particularly those with less than 25,000 circulation, still rely very heavily on the mails.

Survey respondents represent 320 U.S. newspapers, 19 Canadian newspapers, and one each in Puerto Rico, England and Denmark.

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FIEJ awards Golden Pen to Philippine publisher

Though still under house arrest in his own country, the man called the "father of Philippine journalism" traveled to Tokyo to receive the 1985 Golden Pen of Freedom Award from the International Federation of Newspaper Publishers.

At the 11th hour, Joaquin P. Roces, former publisher of The Manila Times, received special permission from the Philippine government to accept the award in person May 13 at the 38th FIEJ Congress.

The Golden Pen has been awarded almost every year since 1961 to the journalist judged to have contributed the most to advance the cause of press freedom.

Also during the May 12-16 meeting, six resolutions aimed at strengthening world press freedom were approved.

One was an ANPA proposal to encourage assistance to independent media in Third World countries.

The other five:

- Urged educational institutions to encourage newspaper readership
- Opposed the expansion of government control from broadcast to print media
- Stressed the importance of safeguarding principles of press freedom in new electronic media
- Urged members to oppose government taxation of newspapers
- Called on members to enhance press credibility in their countries.

Asahi Shimbun

Roces (right) accepts award from Ernst H. Klaebel of Politiken of Denmark.

The publishers also voted to extend a 1985 dues increase of 51 percent through the following year. Because dues are assessed in French francs, the net effect of the increase varies for FIEJ members in different countries.

For example, the 51-percent increase in 1985 will amount to only about a 35-percent hike for ANPA [presstime, Nov. 1984, p. 44].

The congress was attended by more than 250 publishers, including 13 Americans, from 24 newspaper organizations. □

Free-press groups drive home message at Red Cross meeting

Advance preparation by free press groups paid off at the conference on safety of journalists sponsored by the International Committee of the Red Cross April 23-24.

Presentation of the circumstances surrounding the murder, injury, jailing or expulsion of more than 300 journalists in 1984 "made it abundantly clear issuing identification cards is not the answer to problems in this field," said Dana Bullen, executive director of the World Press Freedom Committee.

Free press groups had expressed fear that a proposal favoring government-issued identification cards, which they regard as a form of licensing journalists, might emerge from the so-called Round Table on The Safety of Journalists on Dangerous Professional Missions, in Vevey, Switzerland.

The list of the 1984 incidents, compiled by ANPA Librarian Yvonne Egertson, was distributed by Bullen at the two-day meeting of representatives from 16 international and regional press groups. [presstime, May 1985, p. 46].

The new suggestion receiving the most attention at the meeting was a proposal for the Red Cross to maintain an international "hotline" that journalists and news organizations all over the world could call in emergencies.

Bullen labeled the hotline proposal "the best thing I've heard in this field over the past decade."

Gene P. Mater, vice president of CBS Worldwide Enterprises, made the proposal as chairman of the North American National Broadcasters Association.

In mid-May, ICRC spokesman Alain Modoux told presstime the Red Cross has "accepted the principle" of the hotline, and is now "studying the technical aspects."

Also accepted in principle, said Modoux, were suggestions that the Red Cross include journalists as a special category in the organization's ongoing programs to keep track of missing people throughout the world and visit those who are jailed, as well as make an effort to keep journalists informed on Red Cross activities.

Rejected by the international organization was the suggestion that the ICRC protest specific incidents when journalists are endangered. Such protests, often made by groups such as the Inter American Press Association or International Press Institute, are against Red Cross policy. □

WORLD PRESS NOTES

• The Rand Daily Mail, an outspoken critic of the racial segregation policies of South Africa's government, **ceased publication** April 30.

Last minute efforts to save the financially troubled newspaper proved futile. It was replaced by Business Day, an expanded version of the Mail's financial section [presstime, April 1985, p. 41].

• Italian journalists **returned to work** after staging a walkout that left the country without newspapers, radio or television news April 28-30.

The longest total media blackout in postwar Italy ended with the journalists' union winning raises that will be go into effect over the next three years.

• In yet another twist in the case of the **shooting of a Chinese-American journalist** near San Francisco last October, the gangland leader convicted of the murder retracted his statement that he had been ordered to kill Henry Liu by Taiwan's military intelligence chief [presstime, April 1985, p. 41].

It was based on this testimony that the intelligence chief was sentenced to life imprisonment April 19, and two of his deputies received sentences of two and a half years in jail for complicity.

Taiwan's High Court is reviewing the case.

• The publisher and editor of Greece's largest-circulation daily, Ethnos, were **sentenced to five months in jail** April 25 for publishing the contents of a correspondent's telephone conversation, obtained by wiretapping.

The correspondent, Paul Anastasiades, who writes under the name Paul Anastasi for The Daily Telegraph of London and The New York Times, has sued Ethnos for $1.4 million for libel, based on the paper's charge that he was a terrorist and foreign agent [presstime, Nov. 1984, p. 44].

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Changes coming in networks, survey shows

Ninety-two percent of 348 major firms responding to a Conference Board survey are planning significant changes in their telecommunications networks.

Results of the newly released survey, which was conducted last summer, also include the following:

- Eighty percent of the firms use or plan to use bypass facilities that route calls around local telephone exchanges.
- At least seven types of bypass systems—some using microwave transmissions or fiber optics networks—are operating.
- Sixty-two percent of the companies plan to switch long-distance carriers.

The survey by the Conference Board, a private economics research organization, covered firms with sales of more than $10 million. Telecommunications companies were excluded.

Among the managers surveyed, a major complaint concerned problems their companies were having finding telephone company staff responsible for providing essential information about phone service. The managers also complained that installation of new equipment was unacceptably slow. □

California considers extending press freedom to telecommunications

A committee in the California State Assembly has voted in favor of legislation that would extend freedom-of-speech and press protections to electronic communications.

The bill would also add "electronic information systems and databases" to records protected from unreasonable searches and seizures.

Assembly member Gwen Moore of Los Angeles, who introduced the bill, said it is mainly intended to benefit financial and academic institutions, which increasingly store electronic information. The young videotex industry would also benefit, she said.

The bill, which cleared the Public Safety Committee May 20 on a 4-0 vote, would amend the state's constitution. It goes next to the Constitutional Amendment Committee. □

Print-TV cooperative a success

Is there life beyond Rte. 128?" asked a writer for The Boston Globe when a Boston television station created a news cooperative with five Massachusetts dailies outside the high-speed beltway that partially encircles the Hub.

A year and a half later, as far as the members of the New England News Exchange are concerned, the answer is clearly "yes." Not only is there "life," there is news, and they credit their unique association with enhancing coverage of the news emanating from many of the towns outside of Boston and throughout New England.

Through the exchange, Channel 7, WNEV-TV, established bureaus in the newsrooms of participating Massachusetts dailies—The Lawrence Eagle-Tribune north of Boston, The Patriot Ledger in Quincy to the south, and another that operates out of two offices west of Boston, The Worcester Telegram and Evening Gazette and The Middlesex News in Framingham [*pressime*, Dec. 1983, p. 28].

Since its formation in October 1983, the exchange has expanded to include at least some media from all six New England states, adding six more television and 10 radio stations to the original group.

Unorthodox as it may sound in the competitive business of newsgathering, participating newspapers and broadcast stations share news tips and develop stories together. Often, television spots are broadcast directly from one of the papers' newsrooms, with print reporters appearing on Channel 7's evening news. The station also has a regularly scheduled Saturday program featuring a panel discussion with editors of the participating papers.

"The only thing wrong with it is the theory," says Eagle-Tribune Editor Daniel Warner. "I have a foreboding sense we ought not to be cooperating with somebody that much."

But in practice, the editors say cooperation works fine.

With the newspapers' well-established town contacts, most of the tips move from them to Channel 7. But papers are enthusiastic about the promotional value of appearing on nightly television.

"If we had to buy three minutes of prime time, it would break the bank," says William B. Ketter, editor of The Patriot Ledger.

Ketter does not see TV as a competitor to his newspaper, "or for that matter to most newspapers. If you look at the studies," he says, "you'll find people who watch TV news read newspapers. Television is a headline service. It serves mostly to whet the appetite. People look to newspapers to give authenticating or explanatory details."

Middlesex News photographer John McDonnell (right) and WNEV cameraman Jeff Grove work together on assignment.

The "ultimate" benefit from the cooperation "is for our story to appear (in our paper) in the afternoon, then get teased on television at night," says Asa Cole, executive editor of The Middlesex News. "A lot of times they will actually show the front page of our newspaper (on television)."

For some papers, the benefits are even more specific. One of the reasons The Lawrence Eagle-Tribune joined the exchange, says Warner, was that "we have some interest in expanding our territory. We wanted people in areas we hadn't previously served to know us."

Channel 7 is also pleased with its part of the bargain. Within a year of forming the cooperative, Nielsen ratings for the six o'clock news nearly doubled. In mid-May, locally-owned WNET-TV's program, formerly "a very weak, very poor third," earned the same Nielsen rating as the top Boston TV station, says News Director Jeff Rosser.

Much of this increased popularity Rosser attributes to the exchange. For example, WNET's ratings for the six o'clock news, which uses a great deal of material from participating newspapers, are much higher than those for its 11 o'clock news, which up to now has used very little.

"Because we have additional eyes and ears, each day we have a longer list of stories to pick from," says Rosser, who was the prime force behind organizing the cooperative venture.

For example, through tips gathered from exchange reporters, Channel 7 became the first Boston television station to air reports of explosives hidden in a van west of Boston by a terrorist group thought to be operating in the city. On the other hand, Channel 7 tipped off the Lawrence paper about the crash of another TV station's helicopter in New Hampshire, and transported an Eagle-Tribune reporter and photographer to the scene. And the helicopter enabled Cole to inform Framingham readers of a hazardous waste spill in Milford, Conn.—on deadline.

The major fear—that stories would be stolen—has been allayed by firm adherence to an agreement that no station will broadcast news based on a tip received from a newspaper unless the paper has a chance to publish first—and vice versa.

What "saved" the exchange, says Warner, was "we made an agreement that first we'd take care of ourselves."

—Marcia Ruth

Snafus in press-pool test prompt Pentagon meeting

The press and the Pentagon are taking steps to iron out the problems that plagued the first test of the contingency press pool in late April.

Representatives of ANPA and the American Society of Newspaper Editors and the Washington bureau chiefs of six newspaper companies from which the next pool members will be selected were scheduled to meet May 29 at the Pentagon with Michael I. Burch, assistant secretary of defense for public affairs, to clarify procedures for future pools.

The first test of the pool was followed by charges from the Pentagon of "leaks" by the press and complaints from the press over the Pentagon's failure to provide the means to file stories and pictures [presstime, May 1985, p. 55].

One change that may be put into effect is the use of "code words" in telephone conversations activating pools in an effort to prevent foreign intelligence agencies from intercepting messages. "It's something we're looking at," said Air Force Col. Robert J. O'Brien Jr., deputy assistant secretary of defense for public affairs.

During the April exercise, in which the pool was flown to Honduras to observe an amphibious landing exercise, a number of telephone calls were made that could have been intercepted.

Expected to attend the Pentagon meeting for ANPA was Executive Vice President and General Manager Jerry W. Friedheim, and for ASNE its president, Robert P. Clark, vice president/news for Harte-Hanks Communications Inc. Bureau chiefs invited were from Newhouse Newspapers, The Times Mirror Co., Scripps Howard, The Milwaukee Journal, The Christian Science Monitor and The Chronicle Publishing Co. of San Francisco. □

AP

Pool reporters are outfitted for covering the amphibious landing in Honduras.

Guild, 3 others join First Amendment Congress

The board of the First Amendment Congress accepted four new members, the first added to the original 12 that founded the organization in 1979. They are: The Newspaper Guild, whose application triggered some heated discussion; National Federation of Press Women; Women in Communications Inc.; and the Public Relations Society of America.

Meeting in Chicago May 17-18, the board also narrowed site selection for permanent headquarters to Boulder, Colo.; Evanston, Ill.; and Columbia, S.C. [presstime, Oct. 1984, p. 51]. □

Program helps media probe local ties with Third World

The Sigma Delta Chi Foundation is sponsoring a new program designed to help newspapers and broadcast stations investigate links between their communities and Third World Nations.

Entitled "Main Street America and the Third World," the program already has received $235,000 from the Ford Foundation, the Carnegie Corp. and the Benton Foundation.

The program will be directed by John Maxwell Hamilton, a veteran journalist who is now a North American advisor for the World Bank.

In a 1984 pilot project at The American, a 25,000-circulation daily in Hattiesburg, Miss., Hamilton coordinated a five-part series demonstrating Third World ties to the city of 40,000 people.

Even in this small community, connections included such things as:

- Immigration—why people left various Third World countries and what they were contributing to Hattiesburg
- Education—enrollment at the University of Southern Mississippi
- "Homegrown foreign aid"—contributions by local religious groups or loans by local banks to Third World countries.

Explaining the choice of the small Mississippi city, Hamilton said, "We wanted to pick a place that was unassailably difficult. Otherwise you haven't proved much." The results show "anybody can do it at any paper anywhere. You can find the stories and write them so the readers will read them," said Hamilton.

A follow-up survey showed "extremely high readership by daily journalism standards," said Frank Sutherland, managing editor of The American and national president of the Society of Professional Journalists, Sigma Delta Chi.

SPJ,SDX plans to use the grant money to sponsor workshops throughout the country after publishing a guidebook showing journalists how to develop such stories in their own communities.

"We're not going to be training journalists how to be foreign correspondents," said Alf Goodykoontz, president of SDX Foundation and executive editor of the Richmond Times-Dispatch and The Richmond News Leader. "We're trying to show them how advanced reporting techniques can dig up local stories that deal with . . . topics that demonstrate the interdependence of their communities and the Third World." □

IT TAKES ONLY THREE WORDS TO DESCRIBE HOWARD ROSENBERG'S WORK:

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Those, at least, were the ones the Pulitzer Board chose when it announced that Times television critic Howard Rosenberg had won the 1985 Pulitzer Prize for distinguished criticism.

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The Pulitzer Prize, conferred annually by the country's most distinguished journalists, is a great honor. But, more important, it's a symbol of success in a commitment that never misses a day... to provide the kind of journalism that elucidates, that entertains, that informs. It's what we call a special kind of journalism.

Los Angeles Times

Winner of 14 Pulitzer Prizes

Another look at findings of ASNE credibility survey

BY GUIDO H. STEMPEL III

The American Society of Newspaper Editors' credibility study raises two important issues concerning news and reporting.

The first really comes down to how we define news. Respondents in this national survey [presstime, May 1985, p. 56] were asked whether they thought coverage of various kinds of people was too favorable, about right or not favorable enough. Those perceived by the respondents as receiving coverage that was not favorable enough were the average person, housewives, senior citizens and young people.

Focus-group interviews suggested that the underlying concern here was the feeling that faults or problems of the average person are magnified and achievements of the average person ignored. One focus group respondent cited, for example, the failure of the local paper to run anything on a high school student who was second in a state science fair. The question implied is worth considering. What are we saying in our newspaper about young people, housewives and senior citizens? How often do we suggest that they are doing worthwhile things? Have we in effect defined positive accomplishments of ordinary people as not newsworthy?

With ethnic groups, some respondents thought coverage was not favorable enough, but a nearly equal number thought it was too favorable.

Singled out by the largest number of respondents as getting coverage that was too favorable were the wealthy and business people. The latter is consistent with the finding from a University of Texas study we reported here in January 1984. Taken together, the two studies clearly suggest that newspapers have more important concerns than the complaints of the business community.

The other matter in the ASNE credibility study is the criticism of newspaper reporters and newspaper coverage on a number of grounds. For example, only 18 percent of the respondents rated newspaper reporters high in honesty and ethical standards, while 40 percent rated TV anchormen and women high, and 27 percent rated TV reporters high. Furthermore, more respondents thought television reporters were well-trained than thought newspaper reporters were well-trained.

Sixty-eight percent of the respondents felt reporters frequently overdramatize the news, and 54 percent felt reporters' personal biases often show in their stories.

Perhaps the most intriguing finding, though, came from a series of questions on reporting practices. It should come as no surprise that 62 percent of the respondents objected to reporters' recording conversations without telling people they were being recorded. What's surprising is that almost as many respondents, 58 percent, objected to quoting anonymous sources. More people objected to that than to the use of hidden cameras or paying people for information.

The study, "Newspaper Credibility: Building Reader Trust," may be obtained for $6.50 per copy from ASNE, P.O. Box 17004, Washington, D.C. 20041.

• • •

Maybe Time magazine's Man of the Year should wear a mask. A study in the Spring issue of Journalism Quarterly reports that Time quoted anonymous sources in 77 percent of its articles in a sample of 12 issues in 1982. Newsweek did so even more, quoting anonymous sources in 85 percent of its articles. Both magazines used an average of more than three anonymous sources per story, and both used more anonymous sources in international than national stories.

Other studies have indicated that newspapers' use of anonymous sources has not been so pervasive.

This study was by Prof. K. Tim Wulfemeyer, Department of Journalism, University of Hawaii-Manoa. □

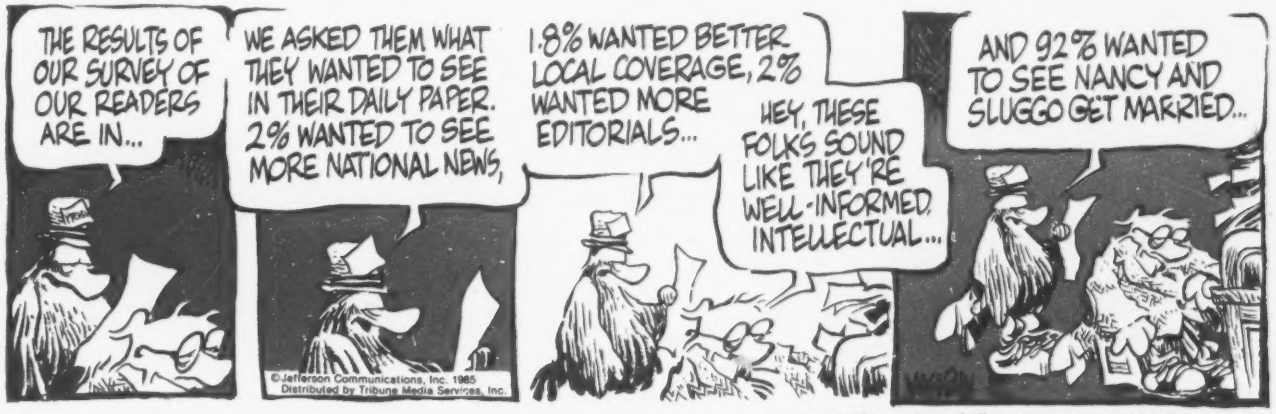
Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Delaware gets newspaper preservation grant

Delaware has become the 10th state to receive federal funds as part of a national program to preserve the nation's newspapers.

The $49,181 grant to the University of Delaware announced in late March is from the U.S. Newspaper Program, funded through the National Endowment for the Humanities [presstime, Sept. 1984, p. 13]. □

'Shoe' **By Jeff MacNelly**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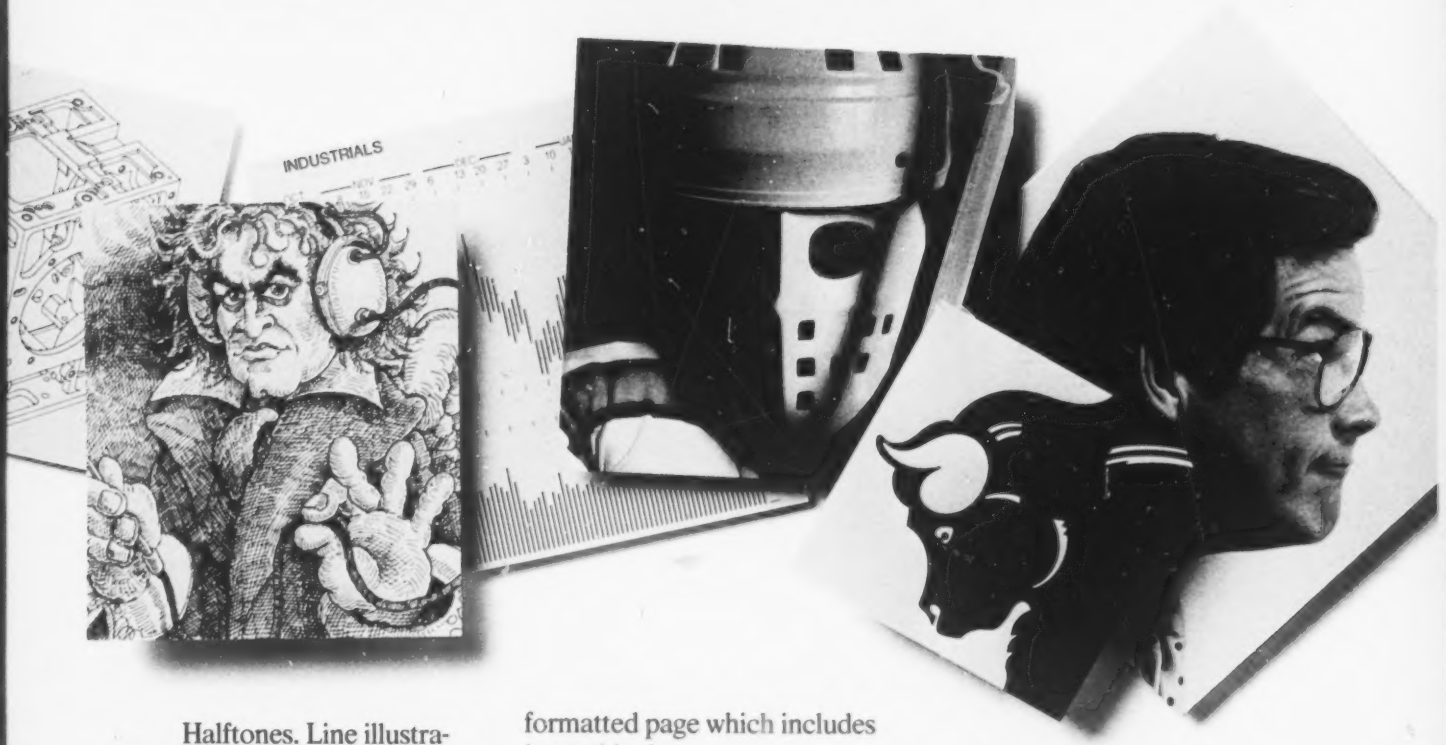

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Newspapers' ad share drops slightly

Advertising expenditures in U.S. dailies last year totaled $23.744 billion, an increase of $3.162 billion over 1983, according to final, revised figures released in May by Robert J. Coen, senior vice president of the McCann-Erickson advertising agency.

Newspapers' performance was slightly lower than indicated in figures quoted last month in ANPA's "Facts About Newspapers '85," which were based on Coen's preliminary projections [presstime, May 1985, p. 82].

According to the final figures, newspapers remain the largest, single advertising medium, but their share of the total advertising pie dropped slightly, from 27.135 percent in 1983 to 26.957 percent in 1984. Newspapers' 15.4-percent rate of increase trailed slightly the 16-percent rate for all media.

Newspapers strongest performance was in local advertising (retail and classified), where 1984 expenditures totaled $20.737 billion, more than all other media combined. Newspapers' share of this category edged up slightly, from 53.6 percent in 1983 to 53.9 percent in 1984.

Newspapers' rate of increase for local advertising expenditures—16.2 percent—exceeded the 15.5-percent rate for all media combined.

The picture is not so bright, however, in the national advertising category. Despite industry-wide efforts to attract more national ads, the figures show little progress for newspapers at the bottom line.

Expenditures for national advertising in newspapers rose in 1984 to $3.007 billion from $2.734 billion in 1983. But that 10-percent increase lagged considerably the 16.6-percent for all media. Thus, newspapers' share of national advertising slipped from 6.429 in 1983 to 6.064 percent last year.

Overall, expenditures for advertising in all media totaled $88 billion in 1984, an increase of $12.2 billion. Of this, 56.3 percent was in national advertising and the balance in local.

For newspapers, the relationship was reversed—87.3 percent of expenditures came from local advertising and 12.7 percent from national.

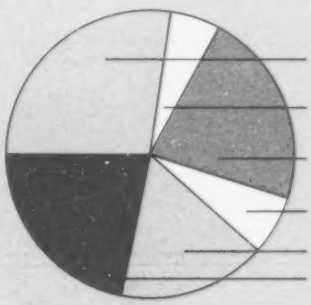
Coen attributed gains in local advertising expenditures for newspapers and local broadcasting to "the strong consumer economy and the reappearance of intense competition for the consumer's personal spending in the local marketplace."

This upward trend in local advertising should continue in 1985, he said, with "continued momentum in advertising promotions at the local level combined with further growth in classified-help-wanted and real estate activity."

Coen, however, struck a cautionary note. He said "the economic recovery, which got under way more than two years ago, is beginning to show signs that it is running out of steam. We do not expect last year's boom to be followed by a bust, but we look for a much closer relationship between economic growth and advertising growth" in 1985.

Overall, Coen predicted a rise in advertising expenditures of close to 10 percent in 1985. He expects the total for all media to exceed $96 billion in 1985 and to pass the $100 billion milestone in 1986. □

Shares of the advertising pie



Daily Newspapers	26.9%
Magazines	5.6%
Television	22.6%
Radio	6.6%
Direct Mail	15.7%
Other	22.6%

Test shows color boosts effect of advertising

Does color enhance the impact of newspaper advertising? Absolutely, according to a recent test by the Syracuse (N.Y.) Newspapers.

Coordinating with Paramount Pictures and Cinema National Theatres, where a new release, "King David," was shown in late March, the papers distributed to subscriber households copies of an edition containing, alternately, black-and-white ads and color ads for the motion picture.

Robert Hennessey

This was accomplished by the press's capacity to produce what is known as a "perfect A-B split," turning out alternate copies straight off the press. This procedure eliminated demographic variables among the readers, because every other house on the route received copies with the black-and-white ad and the others got copies with the color ad.

Following the test in the Syracuse Herald-Journal March 29, receipts for "King David" were 31-percent higher in Syracuse than in other cities with similar campaigns but without the four-color ad.

Running color ads for movies is a natural, said Advertising Director Robert Hennessey, who asks: "When was the last time you saw a black-and-white movie?"

In addition to the conclusions about color, a survey of 401 people who saw "King David" March 29 and March 30 showed that newspaper ads were by far the most important source of information about Syracuse movies in general, as well as about this film.

Of those interviewed about "King David," 79 percent said they had read about it in a newspaper, and 87 percent said they learned from a newspaper that the movie was at the particular theater at the particular time they attended.

Frequent moviegoers said they consulted the movie section of the Herald-Journal or The Post-Standard 75 percent of the time when they are considering seeing a movie.

In addition, the interviews revealed a strong correlation between newspaper readership and movie attendance. □

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Vice President, Director of Newspaper Media Buying
DOYLE DANE BERNBACH
Advertising agencies require a reliable *central* reporting source of newspaper activity data, by total advertising inches carried as well as by the designated advertising classifications. Media Records comes closest to fulfilling this essential and valuable function.

Richard J. McClennen
Vice President, Marketing Director
DETROIT NEWS
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Vice President, Advertising Director
MINNEAPOLIS STAR AND TRIBUNE
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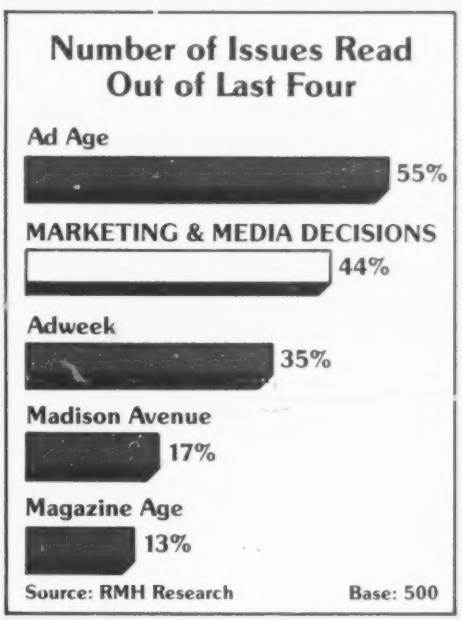

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ACEJMC reverses decision, will not accredit sequences

The organization that accredits U.S. journalism schools has reversed itself and decided not to give schools the option of seeking accreditation for individual sequences of study.

At its semiannual meeting May 5-6 in Miami, the Accrediting Council on Education in Journalism and Mass Communications also established a committee to examine whether its controversial "75-25 rule" on curriculum should be clarified. And it began considering a restructuring proposal that would sharply reduce the number of voting members representing newspaper organizations.

Last October, in the course of revising its accrediting standards and procedures, ACEJMC eliminated its requirements for accreditation of sequences—such as news-editorial, broadcasting or public relations—in favor of accrediting only entire "units," such as departments, schools and colleges of journalism or communication (presstime, Nov. 1984, p. 40). Some schools are moving away from organizing their programs by sequences, and the council's action was seen as recognizing that trend and encouraging educational innovation.

However, at the urging of members representing advertising and public relations who feared their specialities would suffer from the change, the council at that time agreed to allow schools, if they wished, to request examination of sequences within the unit.

The council, on which ANPA Foundation is represented by James H. Ottaway Jr., chairman and president of Ottaway Newspapers Inc., Campbell Hall, N.Y., deferred a decision on how to list these schools in its accrediting pamphlet.

At the Miami meeting, having been advised that listing sequences would be confusing, and unable to come up with an acceptable listing format, the council voted to delete the optional sequence review. A proposal rejected by the council would have let each school have 75 words in which to describe its own program.

Under the plan finally approved by the council, each accredited school simply will be published in the booklet along with the degrees it offers.

75-25 revisited. With regard to the 75-25 rule, the council established a committee to look into clarifying the standard, which limits to "approximately 25 percent" the journalism and mass communication coursework in undergraduate curriculum. The balance of the curriculum is reserved for "general academic courses with emphasis on liberal arts and sciences."

John M. Lavine

Claude Sitton

The committee is chaired by John M. Lavine, publisher and editor of the Lavine Newspaper Group in Chippewa Falls, Wis., representing Inland Daily Press Association. His committee is expected to make a report at the August convention of the Association for Education in Journalism and Mass Communication, a national journalism educators' organization.

Early in the two-day meeting, the council balked at accepting an interpretation of the standard proposed by Claude Sitton, editorial director and vice president of The News and Observer Publishing Co. of Raleigh, N.C.

Sitton, the American Society of Newspaper Editors' representative to the council, has been an outspoken advocate of restricting the journalism component. His proposal was to grant probationary status rather than full accreditation to any school at which the median percentage of hours taken in journalism or mass communication exceeded 25 percent for the unit's graduating class in the two years prior to an accreditation review.

Each accredited school simply will be listed in a council booklet, along with the degrees offered.

Under the Sitton plan, probationary status also would have been given to schools in which more than 10 percent of the graduating class had journalism credits in excess of 28 percent, or at which 2 percent had credits in excess of 35 percent.

Of the 16 schools before the council for accreditation or reaccreditation this year, 10 appeared either not to meet the definition or to be "perilously" close to nonconformance, Sitton said.

After emerging from a closed-door session in which it made its decisions on those schools, the council approved creation of the committee. Sitton was appointed to serve on it.

The 75-25 rule long has been a sore point with the council. Members admit that the standard is vague and that there are some accredited programs in which the percentage of journalism coursework is closer to 30 than 25. For example, one school granted reaccreditation by the council this year reportedly requires its majors to take a minimum of 29 percent of their credits in journalism.

But to date, the council has been unwilling to set a stricter standard. Last October, it rejected a plan to change 75-25 to a rigid formula of 25-30 percent journalism and mass communications courses, 60 percent traditional arts, sciences, humanities and social sciences courses, and 10-15 percent special-interest courses.

Restructuring. Another longstanding point of controversy is the council's composition. Basically, it is made up of representatives of organizations of journalism professionals and academics. The only entrance requirement is that organizations agree to make an annual financial contribution.

Last October, ACEJMC President Joseph W. Shoquist appointed a committee to examine the council's structure in light of some criticism that newspaper organizations are overrepresented.

At the Miami meeting, the committee put forth a plan that would limit print media (news-editorial) organizations to four voting representatives.

Currently, there are 10 print media or-

ganizations with membership, and each is entitled to send a voting representative to council meetings. Nine of these are newspaper organizations, including ANPA. (A tenth newspaper-related organization, the International Newspaper Advertising and Marketing Executives, also is a member, but the committee grouped it with organizations representing advertising professionals.)

Among proposals for choosing four voting representatives from among the 10 print media groups was one calling for an election by the 10 and another calling for a rotation among the 10.

Shoquist, who represents the Associated Press Managing Editors Association on the council, said he thinks limiting print representation "is probably going to be unpopular with many of those newspaper industry associations, including my own."

Newspaper organizations have been "the best representatives in terms of attendance" at meetings and have been "very good" financially to the council, said Shoquist, managing editor of The Milwaukee Journal. ANPA Foundation is the council's biggest contributor, he pointed out.

The council took no action on the plan and will discuss it again at its next meeting, Oct. 19 in Chicago. Shoquist suggested the council might handle the question the same way it handled the revisions to its standards and procedures—by making a tentative decision and putting the plan out for comment from interested organizations and individuals before taking final action.

Accrediting decisions. In other business, the council granted full accreditation to programs at 11 schools. Among the schools winning accreditation was Jackson State University in Jackson, Miss., whose Department of Mass Communications became the second program at a historically black institution to obtain it.

It granted provisional or probationary status to units or sequences at five other schools: Arkansas State University, California State University at Long Beach, Louisiana State University, South Mississippi University and the University of New Mexico.

It also approved full accreditation for three schools whose units and/or sequences had been given provisional or probationary status last year: Northern Illinois University, Oklahoma State University and the University of Nevada at Reno [presstime, May 1984, p. 45].

ACEJMC, itself, is up for review this year by the U.S. Department of Education and the Council on Postsecondary Accreditation, both of which formally recognize ACEJMC as the accrediting agency for journalism education.

The last time the council was examined by DOE, in 1983, it received only a two-year renewal of its recognition instead of the customary four years and was required to make some changes to bring its procedures into compliance with DOE criteria.

Shoquist does not anticipate any problems this time around. "We would expect now to get full recognition," he said. The council's petition for re-recognition from both agencies is due Nov. 1.

Shoquist also appointed a search committee to find a new executive director for the council.

Roger A. Gafke, who has served in that position since 1983, announced he will not seek another term because of his promotion to vice chancellor for development, alumni and university relations at the University of Missouri. When he accepted the ACEJMC job, Gafke was associate dean of the School of Journalism there.

Shoquist said he expects the new director, a half-time position, to be a faculty member at an accredited journalism school. The school must agree to the appointment because it is required to pay half of the director's salary and benefit package and to supply office space. Deadline for applications is July 15.

—Margaret Genovese

Group urges sharper focus for Foundation projects

An advisory committee of newspaper executives and journalism educators has tentatively decided to recommend that ANPA Foundation-supported projects in journalism education be fewer and more focused.

At its May 4 meeting in Miami, the AEJMC/ANPA Foundation Cooperative Committee on Journalism Education identified four areas in which it suggests the Foundation target support. It said top priority should be given to projects concerned with teaching media economics and management, followed by education in the use of computers and maintenance of high school journalism programs. It also said the Foundation should continue its Publisher-Professor Exchange Program.

According to Judith D. Hines, vice president and director, the Foundation's journalism education projects have been "more diffuse" in the past.

The Cooperative Committee advises the Foundation on journalism education projects and maintains a dialogue between publishers and journalism educators. AEJMC stands for the Association for Education in Journalism and Mass Communication, a national organization of journalism educators. The committee will review its recommendations at its August meeting in conjunction with the AEJMC convention in Memphis before forwarding them to the Foundation.

At the Miami meeting, the committee also passed a resolution urging incorporation of for-credit journalism courses in the high school English curriculum. □

Youth pages wanted

The ANPA Foundation is seeking the cooperation of newspapers for a study of youth pages.

Newspapers with sections, pages or columns written for or by elementary or secondary school-aged youngsters are asked to send examples to the Foundation at The Newspaper Center, Reston, Va. □

NIE instruction topic of seminars in July, August

The ANPA Foundation has scheduled two seminars on the West Coast this summer.

The NIE Instructor Training Seminar July 9-12 at La Casa del Zorro in Borrego Springs, Calif., is for newspaper NIE managers and educators who conduct Newspaper in Education teacher workshops. Registration deadline is June 14. Contact the Foundation at The Newspaper Center in Reston, Va.

The NIE Seminar for Methods Instructors Aug. 13-15 at the University of San Diego is designed to acquaint college educators with techniques of using the newspaper as a teaching tool and to show them how to incorporate these techniques into undergraduate or graduate education courses.

It is cosponsored by The Copley Press and the University of San Diego. Contact Dr. Edward F. DeRoche, dean of the university's School of Education, San Diego, Calif. 92110. □

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Conference & Expo beckons

Countdown '90s, Demand$-Decision$-Direction$, the 57th Annual ANPA Operations Management Conference & Exposition, opens its five-day stand June 8 in New Orleans.

For the first time, the equipment Exposition will be in two separate facilities: the Rivergate Exhibition Center and the New Orleans Convention Center. The Conference program sessions will be in the New Orleans Hilton Riverside and Towers hotel.

Another first for this Conference & Exposition is a presstime fun run, patterned after the successful event at last month's Convention. (See story, p. 36.) The two-mile event in the French Quarter will start at 7 a.m. Sunday, June 9.

The trade show is expected to draw at least 12,000 visitors, according to Peter P. Romano, conference director.

In net square feet of exhibit space sold, the Exposition will be the largest for ANPA, totaling 265,000 for both halls.

The Conference will consist of three general sessions and nine symposiums.

The general sessions will address marketing, distribution and return-on-investment from quality printing and content; advances in press manufacturing and how these advances fit the needs of the business; and evolving electronic technologies and their effect on the future of newspapers.

The symposiums will address pagination, setting standards for quality, innovative ideas for smaller newspapers, commercial printing, ink rub-off, postpress packaging, electronic maintenance, color scanners and personal computers.

The program was developed by the Conference & Exposition Arrangements Committee headed by Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc. (See details below.)

All general sessions will be 9 to 10:50 a.m. in the Hilton Grand Ballroom. The symposiums will be 11 a.m. to 12:30 p.m. in Rooms A, B and C of the Hilton meeting room complex.

The equipment Exposition will be 11 a.m. to 6 p.m. June 8-9 and noon to 6 p.m. June 10-12 at both exhibition centers.

About 242 companies, or two dozen more than at last year's show, will display their wares in booths occupying the 130,000-square-foot Rivergate and the 350,000-square-foot New Orleans Convention Center. (See list, p. 74.) There will be four miles of aisles, all of which will be carpeted.

A $30 registration fee covers admission

Program for 57th ANPA Operations Management Conference & Exposition

Monday, June 10

General Session 9 a.m.-10:50 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Welcoming Address: Ashton Phelps Jr., president and publisher, The Times-Picayune Publishing Corp., New Orleans

Address by ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

***Theme:* Mid-Decade Status**

Speakers

"The Future of Newspapers and Other Media," John Naisbitt, columnist and author of *Megatrends,* and chairman, The Naisbitt Group Inc., Washington, D.C.

"ROI From Quality Printing and Content," N. Christian Anderson, editor, The Register, Santa Ana, Calif.

"Distribution and Printing: How Can We Better Serve Our Advertisers?," Michael H. Heath, president and chief operating officer, Bergen Evening Record Corp., Hackensack, N.J.

"Are You Marketing Your Strengths?," Thurman R. Pierce Jr., vice president/U.S. manager, print media, J. Walter Thompson Co., New York City

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- ***Symposium I:* The Newsroom: Pagination et al.**

Moderator: **Eric Wollerman,** executive editor, The Reporter, Lansdale, Pa.

Panelists: **Jim Butler,** managing editor, Alexandria (La.) Daily Town Talk; **John Cranfill,** assistant managing editor, The Dallas Morning News; **Robert J. Farquhar,** director of new systems and assistant managing editor, The Daily Oklahoman; **William H. Stroud,** assistant to the executive editor, The Philadelphia Inquirer; **Mark Wigginton,** pagination director, The Press-Telegram, Long Beach, Calif.

- ***Symposium II:* Setting Standards For Quality**

Moderator: **Charles R. Blevins,** vice president/production, Gannett Co., Rosslyn, Va.

Panelists: **Stephen F. Carazo,** production manager, The Hartford Courant; **Paul T. Lynch,** color control coordinator, The Record, Hackensack, N.J.; **Ray Maly,** vice president/operations, The Columbian, Vancouver, Wash.

- ***Symposium III:* Innovative Ideas For Small Newspapers**

Moderator: **James D. Hitchman,** assistant vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

Panelists: **George E. Malone,** technical service manager, Today, Cocoa, Fla.; **Steven C. Samet,** general manager, Concept Publishing Systems, Beaver Dam, Wis.; **Edward R. Thomas,** production director, The Daily Item, Sunbury, Pa.; **Paul J. Zindell,** president, The Register Star, Hudson, N.Y.

Tuesday, June 11

General Session 9 a.m.-10:50 a.m.

Chairman: **Larry D. Strutton,** vice president/operations, Los Angeles Times

Presentations: Editor & Publisher Exposition Awards, Kodak "Run for the Money" International Newspaper Color Reproduction Awards

***Theme:* PRES$ING DECI$ION$**
Objectives—Opportunities—Options

Dialogue: Newspaper Executives and Press Manufacturers

Manufacturers: **James K. Feeney,** president, Windmoeller & Hoelscher Corp., Lincoln, R.I.; **Lester A. Kraft,** vice president and general manager, Goss Newspaper Systems, Rockwell International Corp., Chicago; **Edward R. Padilla,** chief executive officer, M.A.N.-Roland USA Inc., Middlesex, N.J.; **James R. Price,** president, Tait Equipment Sales Co., Chicago

Newspaper Executives: **Ralph E. Eary,** production director, Scripps Howard Newspapers, Cincinnati; **Thomas O. Might,** vice president/production, The Washington Post; **Ralph S. Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami; **Minor J. Ward,** president, Atlanta Newspapers

Distribution: New Horizons: A Report from the ANPA Distribution Task Force, Gene McDavid, vice president and general manager, Houston Chronicle

Joseph M. Ungaro

Ashton Phelps Jr.

John Naisbitt

Michael H. Heath

Minor J. Ward

Norman P. Dusseault

to all sessions and the exhibition. There is no preregistration. Registration desks at the Rivergate will be open from 10 a.m. to 6 p.m. June 8-9 and 8 a.m. to 6 p.m. June 10-12; registration at the Hilton will be 8 a.m. to 12:30 p.m. June 10-12.

Room commitments have been made by 13 hotels, including the Hilton Riverside and Towers and New Orleans Sheraton, the co-headquarters hotels.

ANPA will provide complimentary shuttle bus service from the Fairmont, Meridien, Sheraton, Marriott, Hyatt Regency and Inter-Continental hotels to the Rivergate Exhibition Center, and also between the Rivergate and the New Orleans Convention Center, which are four blocks apart. The buses will operate 10 a.m. to 6:30 p.m. June 8-9 and 8 a.m. to 6:30 p.m. June 10-12.

Hertz, the official car-rental company for the show, is offering attendees substantial car-rental discounts. For reservations, call 1-800-654-2240 and state that you will be attending the show.

New Orleans International Airport is approximately 18 miles from downtown. The taxi charge is a flat $18. Airport bus service to downtown is $7 per person and takes about 30 minutes. The recommended auto route from the airport is Interstate 10 north to the Clairborne Ave. exits.

The ANPA spouse/guest tour package includes a taste of the city's history, art and music as well as the region's famed cuisine. Registration for the tours will be in the ANPA Spouse/Guest Hospitality Suite, The Rivergate Exhibition Center, Rooms 4 and 5, Level 1.

ANPA will again provide a program guide and exhibitors' directory. □

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- ***Symposium I:*** **Commercial Printing—Your Tandem Market**

Moderator: **Kenneth S. Fleming,** vice president/general manager, Newspaper Printing Corp., Tulsa, Okla.

Panelists: **Joe M. Blackwell,** director of production, Alexandria (La.) Daily Town Talk; **Jonathan Markey,** president, Gannett Offset, Rosslyn, Va.; **John M. Roberts,** president and publisher, The Victoria (Texas) Advocate; **James J. Rogers,** business manager and director of production, Oregonian Publishing Co., Portland

- ***Symposium II:*** **Ink Issues: Rub Off, Recycling and Regulation**

Moderator: **John L. Irvin,** production manager, St. Petersburg Times and Evening Independent

Panelists: **Michael Bella,** vice president/production, The Times Journal Co., Springfield, Va.; **Andrew C. Harteveld,** northwest plant manager, The Washington Post; **Charles J. Morrow,** production director, Los Angeles Times; **J. A. Riggs Jr.,** senior vice president, operations, The New York Times

- ***Symposium III:*** **Post-Press Packaging: Preprint Predicament**

Moderator: **James A. Cooper,** assistant vice president/operations, The Washington Post

Panelists: **Donald Garyantes,** senior vice president, The Times Journal Co., Springfield, Va.; **Carl R. Loos,** assistant general manager, Times-Reporter, New Philadelphia, Ohio; **Dale E. Nissen,** production director, Houston Chronicle; **Brian Young,** managing director, The Sunday Times, Perth, Australia

Wednesday, June 12

General Session 9 a.m.-10:50 a.m.

Chairman: **Robert C. Achorn,** publisher, Worcester (Mass.) Telegram and Evening Gazette

Theme: **Electronic Directions**
Our Future Electronics: BYTEing The Bullet

Dialogue: Newspaper Executives and Computer Systems Manufacturers

Manufacturers: **Ronald A. Brumbach,** president, Atex Inc., Bedford, Mass.; **Timothy P. Flaherty,** vice president marketing, Hastech Inc., Manchester, N.H.; **Nicholas DiPadova,** president, Autologic Inc., Newbury Park, Calif.; **James P. Lennane,** president, System Integrators Inc., Sacramento, Calif.

Newspaper Executives: **Robert N. Brown,** publisher, The Republic, Columbus, Ind.; **Walter E. Mattson,** president and chief operating officer, The New York Times Co.; **Joe D. Smith Jr.,** president, Alexandria (La.) Daily Town Talk; **Donald F. Wright,** president and chief executive officer, Los Angeles Times

Electronic Horizons

Moderator: **Norman P. Dusseault,** assistant general manager/operations, Times Publishing Co., St. Petersburg

AD/SAT, N.S. Hayden, president and chief executive officer, AD/SAT, Los Angeles

Prepress Electronics—An Overview, David H. Goodstein, president and chief executive officer, InterConsult, Cambridge, Mass.

Electronics in Magazine Publishing, Stephen D. Server, president, Publishers Phototype International, Carlstadt, N.J.

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- ***Symposium I:*** **Keeping Your System Up**

Moderator: **Homer E. Taylor Jr.,** vice president/manufacturing and supply, Scripps Howard, Cincinnati

Panelists: **Kenneth K. Knicely,** production director, Charleston (W.Va.) Newspapers; **Marion W. (Pete) Walker,** production director, Rocky Mountain News, Denver; **T. Michael Clarke,** publishing systems manager, The Toronto Star; **Francis M. Price,** vice president/production, The Cincinnati Enquirer

- ***Symposium II:*** **Scanning The Scanners**

Moderator: **James E. O'Dell,** operations director, The Orlando (Fla.) Sentinel

Panelists: **Scott C. Cornish,** quality assurance assistant, USA Today, Rosslyn, Va.; **Jimmy V. Hamilton,** director/data systems and production, The Commercial Appeal, Memphis; **James Norris,** operations director, Newsday, Long Island, N.Y.; **Michael Stern,** production director, Syracuse Newspapers Inc.

- ***Symposium III:*** **PCs: Effective Usage by Newspapers**

Moderator: **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

Panelists: **Joseph P. Albrecht,** publisher, Cookeville (Tenn.) Herald-Citizen; **James P. Quinn,** vice president/production and systems, The Home News, New Brunswick, N.J.; **Rockford Smith,** assistant vice president, Stauffer Communications, Joplin, Mo.; **Stephen B. Waters,** vice president, Daily Sentinel, Rome, N.Y.

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Advanced Imaging Devices, 1828
Agence France-Presse, 1023
Allied Linotype, 424
Alphatype Corp., 1856
Alvey Inc., 1220
American Hoechst Corp., 3281
American Printer, 304
American Red Cross, 201
Anchor/LithKemKo, 1237
Anitec Image Corp., 1530
ANPA, 1718, 2984
Apple Computer, 3084
Application Engineering Corp., 2368
Applied Learning Corp., 347
Applied Printing Technologies, 1236
Argentum, 1021
Associated Press, 1644
Atex Inc., 250
Austin Co., 2360
Autologic Inc., 1002

Baker Perkins, 1180
Baldwin Gegenheimer Division, 1844
BASF Systems Corp., 1118
Berlee Vacuum Systems Corp., 1672
Best Info, 1176

C K Optical, 1121
Camex Inc., 1724
Cannon-Cross Inc., 2843
CAPCO/Capital Tool Manufacturing Co., 3480
Capital Elevator Sales Inc., 2461
Cary Co. Inc., 1682
Chemco Photoproducts Co., 430
Cheshire/A Xerox Co., 1436
Chesley F. Carlson Co., 2268
CIP Inc., 1402
Cole Manufacturing, 1085
Collier-Jackson Inc., 390
Composition Systems Inc., 2036
Compugraphic Corp., 2336
Concept Publishing Co., 346
Craig Cold Type Supply Inc., 2756
Creative Data Systems Inc., 1308
Crosfield Electronics Inc., 1868
CText Inc., 1508
Custom-Bilt Machinery Inc., 2978
Cybergraphic Systems Inc., 1530

DAR-MAR Inc., 2463
Data Sciences Inc., 1660
Denver Design Associates, 1931
DEV Industries, 1460
Dewar Information Systems Corp., 1572
Diagonal Data Corp., 1074
Diconix Inc., 1680
Digi-Colour Technologies, 2846
Digital Equipment Corp., 162
Digital Technology Intl., 1221
Double Door Safety Tube Corp., 1177
Double E Company Inc., 1668
DS America Inc., 1374
Duarte Engineering, 1031
Dunn Technology Inc., 204
Du Pont Co., 206
Durbin Associates, 1830
Dynalith, 1223
Dynaric/Dyc Inc., 2260

EAC Engineering, 1080
Eastman Kodak Co., 262
Ebway Industries Inc., 3148
Eclectic Co. Inc., 1231
ECRM, 1624
Editor & Publisher, 1618
EFAX Corp., 1082
Encyclopaedia Britannica-USA, 1120
Enkel Corp., 2160
Erectoweld Co. Ltd., 1026

Ferag Inc., 3348
Fincor, Incom International Inc., 3248
Flex-O-Line Inc., 1430
Flint Ink Corp., 1936
Fluorographic Services Inc., 3355
FMC Corp., 2460

General Photo Products, 1214
Gerber Scientific Instrument Co., 218
W. R. Grace & Co., 180
Graphic Arts Technical and Consulting Service, 1159
Graphic Enterprises of Ohio, 110
Graphic Management Assoc. Inc., 1560
GTI Graphic Technology Inc., 2459
Gulf Coast System Design, 3178

Hall Systems Inc./George R. Hall Inc., 2760
Hamilton Circulation Supplies, 1136
Hantscho Inc., 3336
Harris Corp., 1018
Harris Graphics Corp., 1344
Hastech Inc., 230
Hell Graphic Systems Inc., 290
Herco Graphic Products, 3148
Hercules Inc., 1960
Hollenback Typesetting Systems, 1041
Huntron Instruments Inc., 3353

IDAB Inc., 1032
Ideal Equipment of America Inc., 3054
IMG Photo Products, 2847
Info America, 1173
Information International Inc., 130
InfoView Inc., 1081
Ingenuity Inc., 1929
The Ink Co., 2242
Inland Newspaper Machinery Corp., 1780
Interleaf Inc., 190
International Newspaper Promotion Association, 1140
IPEC Inc., 1818
Isomet Corp. Inc., 1230
IVT Colordry, 1078

K&F/Beach Manufacturing Co., 1218
Kansa Corp., 2335
Kendall Co./Fiber Products, 1060
King Features Syndicate, 1502
King Press Corp., 2068
King Systems International Inc., 490
Kirk-Rudy Inc., 1045
Klimsch & Co., 1174
Koenig & Bauer/Egenolf, 1066
Koppers Co. Inc., 2154

L&M Manufacturing Ltd., 1124
LAN Systems, 1015
LEA Dynatech Inc., 3254
Lektro Southeast, 1009
Liber/Teragon Systems, 150
Lincoln Division of McNeil Corp., 2849
LogEtronics Inc., 1836

M.A.N.-Roland USA Inc., 2468
Mailroom Systems Inc., 1418
Malow Corp., 1239
Martin Automatic Inc., 1582
Master Etching Machine Co., 2784
Masthead International, 3036
McCain Manufacturing Corp., 3360
Media Data Systems Inc., 1077
MEG (USA) Inc., 476
MGI International, 2836
Midwest Publishers Supply Co., 2550
Misco Inc., 3277
Mohr Enterprise/Mohr Linosaw, 1233
Monotype Inc., 230
Motter Printing Press Co., 2536
MPACT Securities Corp., 1072
Muller-Martini Corp., 2248
Mycro Tek, 1260

NAPP Systems USA Inc., 450
National Machine Co., 2750
New Dimension Papers/Pyramid Papers, 1039
New England Newspaper Supply Co., 3278
Newspaper Electronics, 1160
Nolan Products Inc., 2556
Norwood Paper Co., 1009
Nu-Graphics Manufacturing, 1768
nuArc Co. Inc., 1208

Offset Technology, 2660
O.M.G. Cerrutti, S.P.A., 3236
O.N.E. Corp., 3154
One-For-One, 1043
Ovalstrapping Inc., 1408

Pacesetter Graphic Service, 3380
Pacific Press Services Inc., 2845
Pamarco Inc., 2736
Pathfinder Graphic Associates Inc., 2854
Perretta Graphics Corp., 2054
Pitman Co., 146
Polypack Inc., 1171
Portec Inc., 1274
Power Strap Inc., 3484
Prentice Colour Inc., 1125
Press Machinery Corp., 1460
Printers' Service, 1035
Printing Impressions, 1134
Publisher Control Systems Inc., 1123
Publishers Auxiliary/NNA, 1019
Publisher's Data Systems Inc., 1122
Publishers Equipment Corp., 2068

Quad/TECH, 2368
Quarterfold Inc., 1073
Quipp Inc., 3136

Reuters Ltd., 3384
Ricoh Corp., 2744
Rochester Institute of Technology, 545
Rockwell International Corp. (Goss), 3060
Royal Zenith Corp., 1044
Ryco Graphic Manufacturing Inc., 3184
Rycoline Products Inc., 2280

Samuel Bingham Co., 302
Scheffer Inc., 2368
Scitex America Corp., 1244
Seaboard Energy Systems, 3256
Selective Electroplating, 1076
Semler Industries Inc., 1774
Seybold Publications, 345
Signode Corp., 446
Smith RPM Corp., 1674
Software Consulting Services, 1654
Solna Inc., 3436
Stauffer Media Systems Inc., 1260
Stepper Associates Inc., 1636
Strapex Corp., 324
Support Products Inc., 1086
Switch & Mux Inc., 1170
System Integrators Inc., 278

Taft Contracting Co., 1925
Taft Equipment Sales Co., 2942
Tasopé, 1944
Tec Systems—W.R. Grace Co., 2368
Tech-Energy Co., 2236
Teleram Communications Corp., 111
Terminal Systems Corp., 1132
TF&E Pressroom Devices, 1003
The Toronto Star, 1083
3M, 1918
Tingue, Brown Co., 1923
Titus Communications, 2656
TV Data Inc., 2354

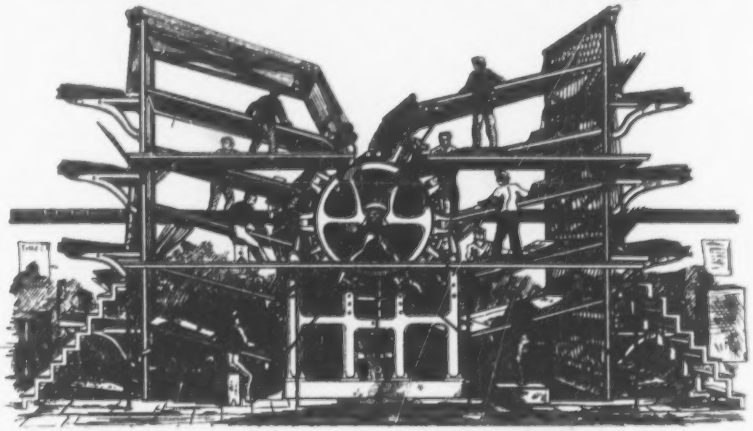
Union Carbide Corp., 1824
United Press International, 2884

Vision Data Equipment Corp., 1168
VU/Text Information Services Inc., 246

Warner MDS Color Corp., 1302
The Washington Times, 1033
Waxtec, 202
Web Press Corp., 2772
Jervis B. Webb Co., 2972
Western Lithotech, 1760
Whalen Computer, 3284
Windmoeller & Hoelscher Corp., 1518

Xenotron Inc., 462
Xeta Inc., 1027
Xitron Inc., 1202
X-Rite Co., 2936

What Good ol' Days?



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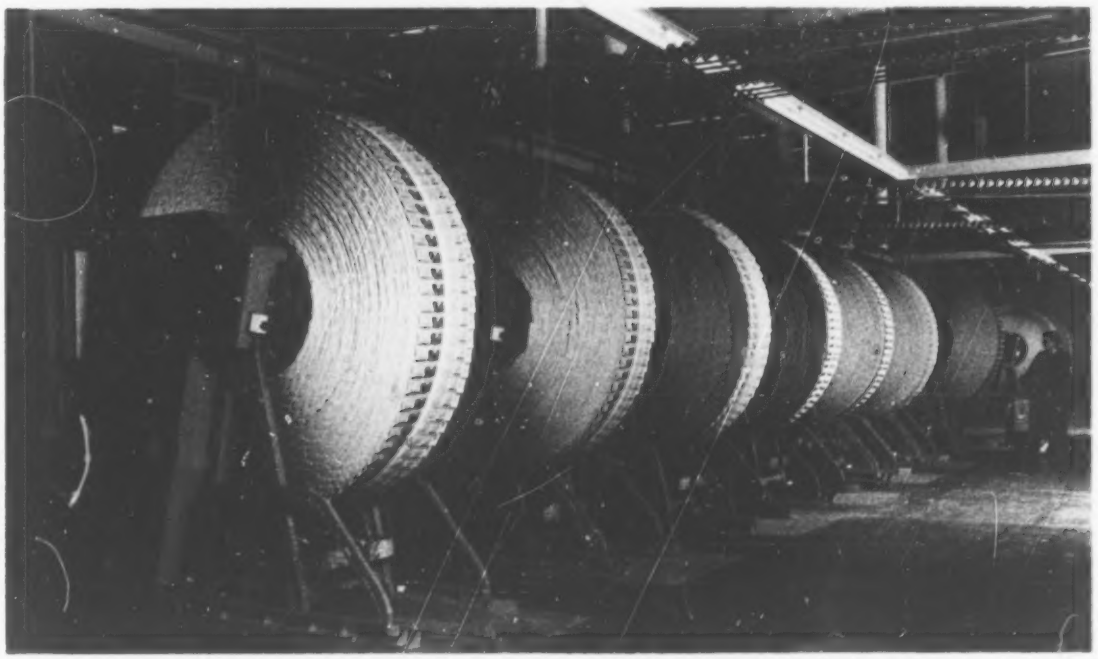

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First in automated Processing Systems

Daily develops way to improve color wirephoto reproduction

Newspapers that get a muddy and flat appearance in wire-service color photos may want to try a system used at the Fort Myers (Fla.) News-Press to give the pictures more snap.

Most newspapers merely screen the three positives produced by wire-service facsimile receivers and run them as three-color pictures, without the black. Standing alone, the photos may be of acceptable quality. But if they are run on a page with color shots made by the newspaper's staff, the quality difference can be obvious. The "home shots" will have much better contrast because they can be color-corrected and the separations for them often have a black printer.

The News-Press' system is the brainchild of Steve Olive, assistant production coordinator for USA Today in Fort Myers.

"Previously, when wire color was prepared, it was shot on film and stripped into the page negatives," he said. "Unfortunately, when we achieved the 1-percent highlight dot we were shooting for, we also had a shadow dot of 60 percent. We would not have any contrast in our photos, and most of our wire color looked muddy and flat."

The News-Press has a Chemco image reverser, an optical device that allows pictures to be reproduced as a positive, mounted on a Chemco Spartan III lithographic camera.

With it, the newspaper screens the wire-service positives onto positive film. According to Olive, any necessary exposure adjustments to the positives are made in this step so that the dot structure of the picture will render a pleasing likeness of the wire-service photo.

In the system, the screened positives are shot as line negatives, which are then stripped in. Most of the alterations for the pictures are achieved when the continuous-tone positives are converted into screen positives. However, the cameraman still has the opportunity to adjust the dot structure when the screened positive is converted to a line negative.

"Hopefully, you'll get it right the first time with the screened positives," said Olive. "But you do have the option to make minor corrections, in the range of 3 to 5 percent, on the second set of shots."

Within the News-Press system, the paper's staff strives to shoot highlight-shadow dot values of 2 and 95 percent for cyan, 1 and 90 percent for magenta and yellow, and 0 and 40 percent for black.

"These values apply to our reproduction process only," Olive said. "Values for other newspapers' reproduction process may be different."

The News-Press creates its black printer using the lightest of the three positives. "We use a black printer for our operation to build contrast into the reproduction," Olive said. "When selecting one of the continuous-tone separation prints for use as the black printer, you have to envision how the set will reproduce colorwise."

When creating the black printer, the paper gives the lightest separation a main exposure four-to-seven times normal and a supplemental, or flash, exposure three-to-four times normal. "This will produce a black printer with about a 40-to-45-percent dot in the deepest shadows, which will add contrast but not overpower saturated areas," he said.

More than 65 percent of the time, Olive said, the paper uses the cyan printer as the model for the black printer. However, in choosing the positive to be used for the black printer, Olive suggested that thought be given to the complementary colors of saturated color areas.

"As an example, you may determine that a set of separations will print with a dark blue in a large area of the image," he said. "The complementary color to blue is yellow, and you will find the yellow printer should be lighter in these areas."

In this example, Olive said a problem may arise with other color areas where the yellow will print darker, such as in flesh tones.

"You need to use a long enough exposure to knock out all the dots in the flesh-tone areas, except in the shadows, yet still carry enough detail to add contrast to the reproduction," he said.

Many minor corrections can be made when the screened positives are shot as negatives.

When instituting such a system, Olive suggested starting by standardizing the reproduction values for the positive films and working backwards.

"To test this step, shoot the wirephoto on the positive paper, striving for a highlight value of 10 percent and a shadow value of 80 percent," he said. "Shoot this positive paper print at your normal line exposure. Measure the dot values on film and note exposure adjustments to obtain the proper dot values for film. This is a trial-and-error process, but if you use positive paper on a regular basis, your normal exposure should be close."

After the newspaper has established the standards for exposures, Olive said, the cameraman can then determine what, if any, adjustments need to be made either to the screened positives or negatives.

Olive noted two advantages to the system. First, many minor corrections can be made to the separations when the screened positives are shot as negatives. Second, the system allows the black-and-white cameraman to process his regular work and do the color separations relatively quickly.

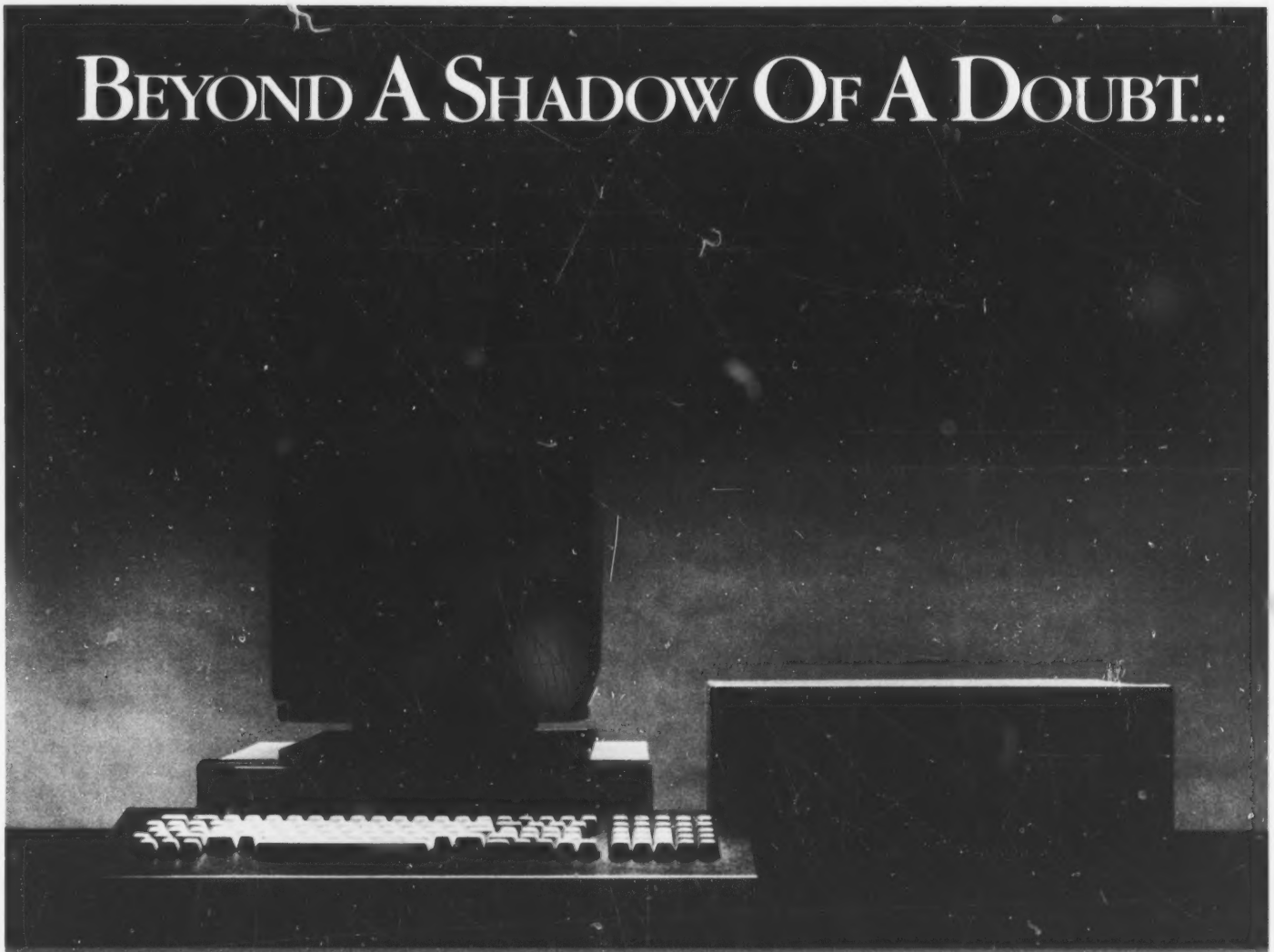
The paper also saves time. "Using the new method, we always have the proper halftone exposure for positive paper, so the entire set of separations can be shot in about 30 minutes."

Additionally, other adjustments, due to improper exposure or cold chemistry, can be made when the positives are converted to negatives. Lastly, Olive said the cameraman should determine beforehand if the separations are worth making.

"It is important to examine every set of wire separations as they come in," Olive said. "Because of color composition, some will not reproduce well. You can save the time and effort of making the set by not shooting them to begin with."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston. □

BEYOND A SHADOW OF A DOUBT...



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Blanket-cleaning system uses no chemicals

Three employees of the St. Louis Post-Dispatch have developed a dry, mechanical blanket-cleaning system for Goss Metro offset presses. The Post-Dispatch and The Wall Street Journal currently are using the system and have found that for long press runs it is cutting costs and improving printing quality and operations.

The device consists of two rows of stiff brushes that are the width of the blanket, a long covered pan beneath the brushes, valves, timers, air cylinders and a waste-recovery receptacle. The device is timed to operate when a web splice occurs. The brushes engage the blanket and sweep the build-up on the blanket into the pan. After the pan's catch-lid closes, air blows the debris into a receptacle. No chemicals are employed.

"It's very simple and extremely effective," said Bruce A. Thompson, Post-Dispatch director of production.

The cleanliness of rubber blankets that cover cylinders on offset presses is one of the keys to high quality reproduction. During the printing process, lint from the web, additives from the fountain solution and dried ink accumulate on the blanket. Because the image is transferred from the plate to the blanket and then to the newsprint, the cleaner the blanket the better the image reproduction will be.

With the Post-Dispatch blanket-cleaner system keyed to the expiration of a newsprint roll, the blanket is cleaned about every 20 minutes without having to stop the press. Comparative tests indicate the blanket cleaner provides a high quality of reproduction for the duration of the pressrun.

Until the Post-Dispatch employees developed the system, pressmen were required to use solvent-soaked rags to remove the build-up on blankets, usually at the end of a pressrun or during plate changes. Using solvents and rags has several drawbacks: Solvent seeps under the blanket and eventually deteriorates it, the cleaning process employs pressmen and is time-consuming, and the cost of rags and solvents adds up.

Norman D. Wright, machinist foreman and one of the blanket cleaner's developers, said he originally believed "the brushes would wear out the blankets. But it actually prolongs the life of the blanket."

Whereas blankets cleaned with rags and solvents can be expected to last one to two months, he noted, blankets cleaned with Wright's system have lasted 10 months.

The system is also healthier for employees, Wright said. "The important thing is you're getting away from solvents, which are environmentally problematic."

Wright, along with Pressmen John A. Signorelli and Gary C. Glanzner, began developing the blanket cleaner five years ago because "pressmen don't like to wash blankets."

After two years of trial-and-error, the trio produced a successful prototype.

Wright said the Post-Dispatch's policy of encouraging the development of new technologies was also a factor in the device's development. While the blanket cleaner was developed at the newspaper, and the newspaper has free use of the device, the three men jointly own the patents on it and are partners in St. Louis Graphic Engineering Inc., a firm they formed to manufacture and market the device.

About two years ago the firm landed its first account at the Highlands, Ill., printing facility of Dow Jones & Co. Another installation followed at the South Brunswick, N.J., Dow Jones plant. The New York Times will be installing several of the devices this month.

"Now, it's starting to take off without our having to market (it)," Wright says.

Production managers who have used the blanket cleaner, which costs about $5,300 each, said the payback period, based on savings on rags, solvents and blankets, is several years; however, that period shortens when downtime and overtime for long newspaper and commercial runs are factored in.

"Where it has really helped us was in reducing downtime," said Michael Clark, production manager at South Brunswick.

Adds Tim Goldsbury, production manager at Highland: "If you have a press run of 250,000 or more, (the blanket cleaner) starts to become worthwhile." □

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Detroit News VDT system keeps tabs on itself

Front-end systems have had one major flaw since their introduction into newsrooms: They would fail, with almost no warning, at the most inconvenient times. The closer to deadline, it seems, the more likely the system is to go down.

This created an anomalous situation for newspapers. While the system was purchased to automate the newsroom and save on manpower, staff had to be employed to watch the system for potential failures.

The Detroit News, however, has apparently plugged that loophole in their front end by developing "an early warning system that 'red flags' possible trouble spots on the paper's editorial computer system," according to Tom Redder, computer systems manager. The warning system, a set of programs that monitor both software and hardware operations, is called Automatic Test Procedure, and it requires no additional personnel.

"The way we did that was to have the system monitor itself," said Redder. "And the system can monitor itself a lot better than humans can."

The genesis of ATP was just prior to the installation of a Systems Integrators Inc. front end in April 1984. The News, an early pioneer in automated newsrooms, was replacing its antiquated Hendrix 3400 system [presstime, August 1983, p. 32].

The Hendrix required "round-the-clock monitoring" using staff to watch teletex machines, said Redder. "It was a horrible job and a real waste of manpower. Most of the time these people were waiting around for something to go wrong."

As the SII system neared installation, Redder and Computer Systems Coordinators Steve Hannah and Leo Oberdorf began writing the programs that would eventually become ATP. After debugging and some expansion of capabilities, the early warning system began last October.

While the system is located at the daily's Sterling Heights, Mich., remote plant, it also monitors newsroom operations in Detroit.

Redder said ATP monitors central processing units, disk drives, terminals, printers and remote input ports (wire service and remote bureaus).

"We've also built in checks for potential problems," Redder said. For instance, a programmer can run a dummy story through the system to track speed and operations. "It alerts us that a problem may exist and that we should take a look at it," he said. ATP also tests telephone links between plants and indicates whether typesetters are on-line.

To minimize human involvement with ATP, Redder installed a terminal in the paper's security office. Although ATP runs its programs continuously, the security officers do not have to monitor the terminal.

"If ATP encounters an error," Redder said, "it displays a special error format on the screen and emits a tone. That format identifies an error and gives its location. It also provides a list of people, in priority order, to call."

The security officer then calls one of the six members of the "alert group." Both Hannah and Oberdorf carry beepers with them at all times.

"We've put the terminal in an area that's already manned," noted Redder, "and the security personnel don't really have to do anything."

While ATP is designed specifically for The News' SII operations, Redder said there is no reason why similar programs could not be developed at other newspapers using different systems.

—Paul Kruglinski

Ken Brown, The Detroit News

"Editorial system self test has encountered an error," VDT advises security guard Alvin C. Brunson.

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TECHNOLOGY NOTES

• Liber Systems Inc., a pagination vendor based in Linkoping, Sweden, **has changed its name to Teragon Systems Inc.** and undergone corporate restructuring.

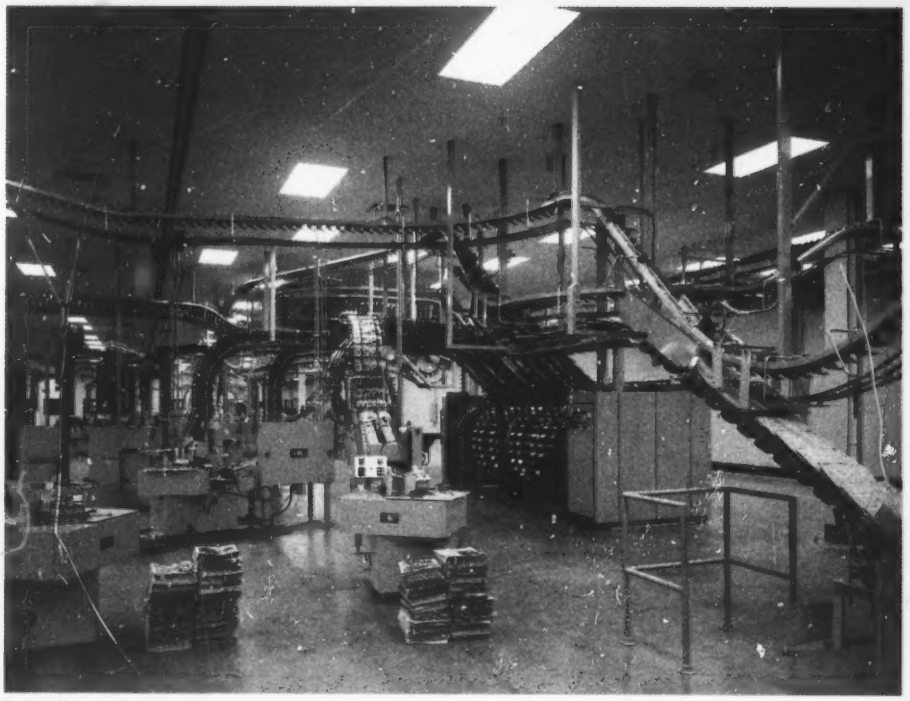
Its New York City-based marketing and sales forces remain unchanged.

Recently, The Record of Hackensack, N.J., became the first North American newspaper to purchase the firm's pagination system.

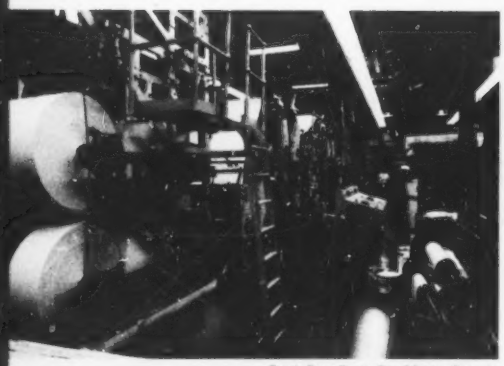
• Eastman **Kodak Co. has acquired Eikonix Corp.**, a Bedford, Mass., maker of electronic scanning equipment. Kodak also is the parent company of Atex Inc., a manufacturer of newspaper front-end systems.

• The Cary Co. of Barrington, Ill., signed an agreement with Stork-Brabant B.V. of Boxmeer, Holland, for **marketing the Stork Contiweb splicer**. Cary will be the sole distributor of the web splicer in North and South America.

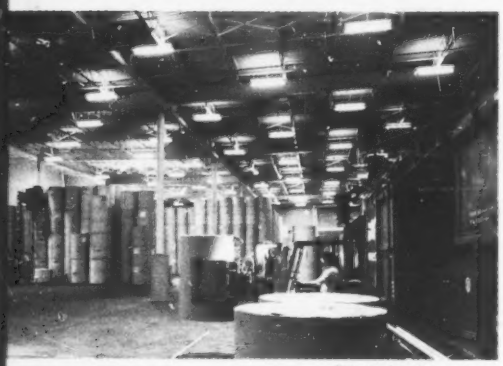
• Il Gazzettino, a 150,000-circulation daily in Venice, Italy, is **printing full editions** of all its papers **with flexography.**



St. Paul Pioneer Press-Dispatch, St. Paul, MN



Sault Star, Sault Ste. Marie, Ontario



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21 U.S., Canadian dailies honored in safe-driving competition

Twenty-one daily newspapers in the United States and Canada have been named winners in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the top safety records for delivery vehicles in each of seven divisions.

Certificates of merit are presented to participating newspapers that complete the year without a reportable accident.

The 612 newspapers participating in the 1984 campaign operated 12,122 vehicles a total of 282,902,596 miles with an accident rate of 1.45 per 100,000 miles. It was the third-lowest rate since the program began. The lowest, 1.32 per 100,000 miles, was achieved in 1982.

The 44-year-old Safe Driving Campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for newspaper delivery vehicles [presstime, June 1984, p. 65]. Winners for 1984, being notified by letter, were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 58 newspapers operated 236 vehicles, 4,105,855 miles with 65 accidents.

- First place: **Laredo (Texas) News** operated 11 vehicles 236,015 miles without an accident.
- Second place: **Agana (Guam) Pacific Daily News** operated 13 vehicles 219,336 miles without an accident.
- Third place: **Fort Pierce (Fla.) News Tribune** operated five vehicles 142,690 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 125 newspapers operated 1,008 vehicles 18,896,478 miles with 324 accidents.

- First place: **Costa Mesa (Calif.) Daily Pilot** operated 22 vehicles 380,270 miles without an accident.
- Second place: **Joplin (Mo.) Globe** operated eight vehicles 303,088 miles without an accident.
- Third place: **Kenosha (Wisc.) News** operated 44 vehicles 286,143 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000; 73 newspapers operated 782 vehicles 20,316,978 miles with 414 accidents.

- First place: **Fayetteville (N.C.) Observer and Times** operated seven vehicles 211,480 miles without an accident.
- Second place: **Corpus Christi (Texas) Caller and Times** operated 28 vehicles 4,033,000 miles with eight accidents.
- Third place: **Middletown (N.Y.) Times Herald-Record** operated 28 vehicles 969,729 miles with four accidents.

Group D: Newspapers with daily circulation in excess of 100,000; 199 newspapers operated 5,916 vehicles 141,155,093 miles with 2,982 accidents.

- First place: **Houston Chronicle** operated 22 vehicles 1,591,532 miles without an accident.
- Second place: **Columbia (S.C.) State and Record** operated 25 vehicles 1,430,241 miles with one accident.
- Third place: **Atlanta Journal and Constitution** operated 81 vehicles 5,255,000 miles with eight accidents.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 90 newspapers operated 1,374 vehicles 23,958,528 miles with 73 accidents.

- First place: **Gainesville (Ga.) Times**, operated 80 vehicles 1,095,000 miles without an accident.
- Second place: **Lufkin (Texas) Daily News** operated 37 vehicles 799,708 miles without an accident.
- Third place: **Hammond (La.) Daily Star** operated 39 vehicles 739,045 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 82 newspapers operated 1,812 vehicles 40,683,419 miles with 47 accidents.

- First place: **Boise (Idaho) Statesman** operated 130 vehicles 3,608,390 miles without an accident.
- Second place: **Muncie (Ind.) Star and Evening Press** operated 78 vehicles 1,780,448 miles without an accident.
- Third place: **Grand Forks (N.D.) Herald** operated 34 vehicles 1,201,060 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 32 newspapers operated 994 vehicles 33,786,245 miles with 202 accidents.

- First place: **San Antonio Express-News** operated 32 vehicles 1,227,651 miles without an accident.
- Second place: **Los Angeles Herald Examiner** operated six vehicles 846,772 miles without an accident.
- Third place: **Le Soleil** of Quebec operated 19 vehicles 253,556 miles without an accident. □

The truck driver's view (above) of recently installed signs and warning lights in the dock area at The Columbian of Vancouver, Wash., shows effectiveness of new safety equipment. Rite-Hite "dock locks" (right) keep a truck anchored to the dock while forklift operators drive in and out of the trailer. The restraining device is electronically released when the area is clear.

USA Today to raise price, increase page count

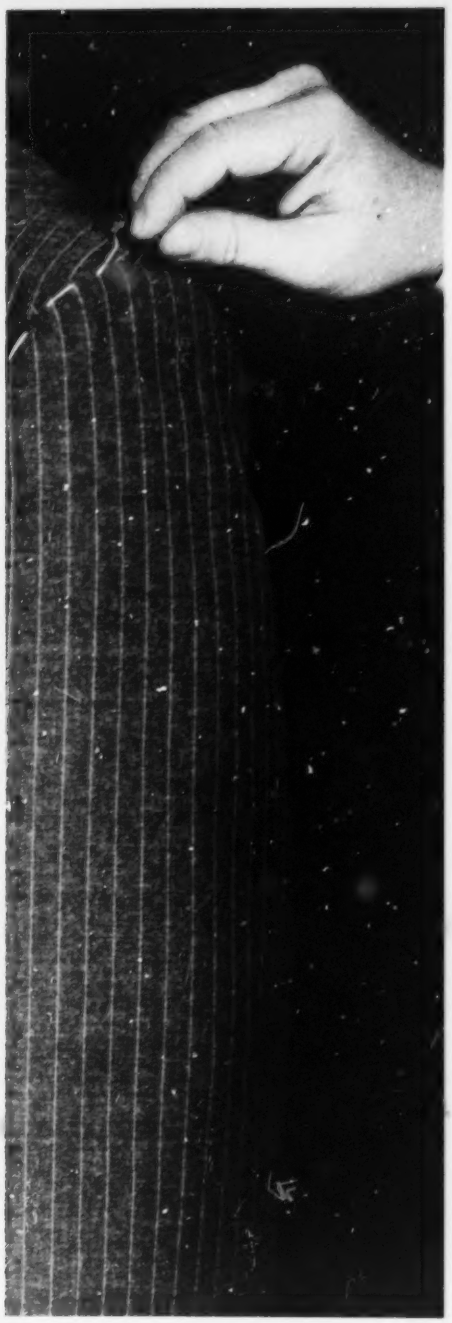
Gannett Co. Inc. said at a shareholders' meeting in late May that it will raise the single-copy price of USA Today from 35 to 50 cents, effective Aug. 26. The company also will increase the number of pages from 48 to 56.

Gannett officials said they expected the price increase to cause USA Today's 1.3-million circulation to drop slightly, but only temporarily. USA Today experienced a similar dip last August, when it raised the single-copy price from 25 to 35 cents.

A Gannett spokesman said that decrease was measured in "readership," and amounted to 5 percent of the newspaper's 5 million daily readers. They were regained within three months, however. □

Newsrack report

The ANPA Legal Department has compiled a list of court cases dealing with regulation of newsracks between 1943 and 1984. The list contains the name of each case, the ordinance or regulation involved, issues raised, and the outcome or status. It is available from ANPA's Legal Department at The Newspaper Center. □



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Newspapers' consumption increases again

Newsprint consumption by all U.S. users decreased 1 percent in April compared with April 1984. However, there were five Sundays in April last year versus four this year, and that accounted for an extra 3 percentage points in the 1984 total.

For the first four months of 1985, U.S. users consumed 1.6 percent more than they did a year earlier.

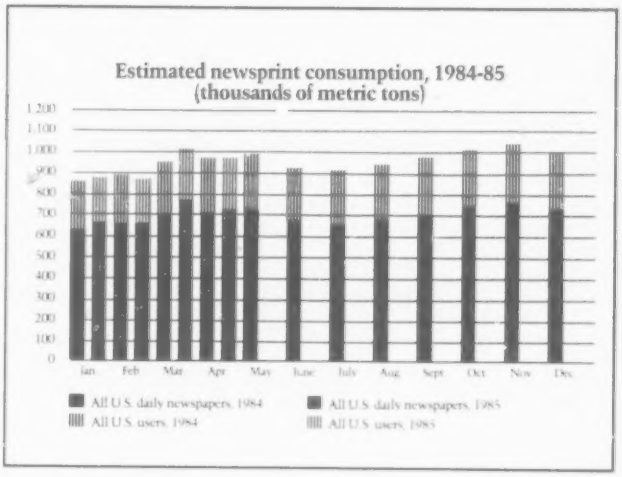
At U.S. daily newspapers, consumption increased 2.1 percent in April and 4.1 percent in the first four months.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 48 days' supply at the end of April, compared with 39 days at the end of April 1984. Stocks of North American mills were down about 2.6 percent from the previous year's level.

The April operating rate for Canadian mills was 91 percent, and for U.S. mills it was 95.1 percent.

Shipments from Canadian mills for the first four months were up 10.7 percent from the same period last year. Canadian shipments to the United States increased 12.7 percent, those within Canada increased 3.8 percent, and those to overseas customers increased 6.5 percent.

Domestic shipments from U.S. mills declined 4.7 percent. □



Estimated consumption of all U.S. daily newspapers[1]

Region	1985(r)	1984	% Change
Northeast	185,277	169,008	+9.6
North Central	156,673	146,645	+6.8
South	230,210	229,674	+8.9
West	166,195	156,911	+5.9
Circulation size			
up to 25,000	56,094	44,678	+25.6
25,001-100,000	150,503	125,398	+20.0
Over 100,000	551,758	532,162	+3.7
March totals	758,355	702,238	+8.0
Three-month totals	2,074,870	1,978,692	+4.9
Region	**1985(p)**	**1984**	**% Change**
Northeast	173,992	167,680	+3.8
North Central	149,951	150,385	-0.3
South	236,822	227,294	+4.2
West	159,692	160,176	-0.3
Circulation size			
up to 25,000	53,878	45,208	+19.2
25,001-100,000	144,397	124,508	+16.0
Over 100,000	522,182	535,819	-2.5
April totals	720,457	705,535	+2.1
Four-month totals	2,795,327	2,684,227	+4.1

Estimated consumption of all U.S. users

	1985	1984	% Change
February totals	866,000(r)	880,000	-1.6(r)
March totals	1,004,000(r)	946,000	+6.1(r)
April totals	963,000(p)	973,000	-1.0(p)
Four-month totals	3,706,000(p)	3,646,000	+1.6(p)

Production

	Canada	U.S.A.	North America
April 1985	749,071	386,886	1,135,957
April 1984	737,464	421,574	1,159,038
Increase or decrease	+11,607	-34,688	-23,081
	+1.6%	-8.2%	-2.0%
Four months 1985	3,080,886	1,660,942	4,741,828
Four months 1984	2,781,779	1,682,533	4,464,312
Increase or decrease	+299,107	-21,591	+277,516
	+10.8%	-1.3%	+6.2%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1985	961,263	41	6
February 1984	808,210	36	6
March 1985	966,785	42	6
March 1984	777,550	34	5
April 1985	970,736	42	6
April 1984	770,386	33	6
Canadian mills			
April 1985	356,222	--	--
April 1984	365,386	--	--
U.S. mills			
April 1985	62,536	--	--
April 1984	64,543	--	--

Shipments

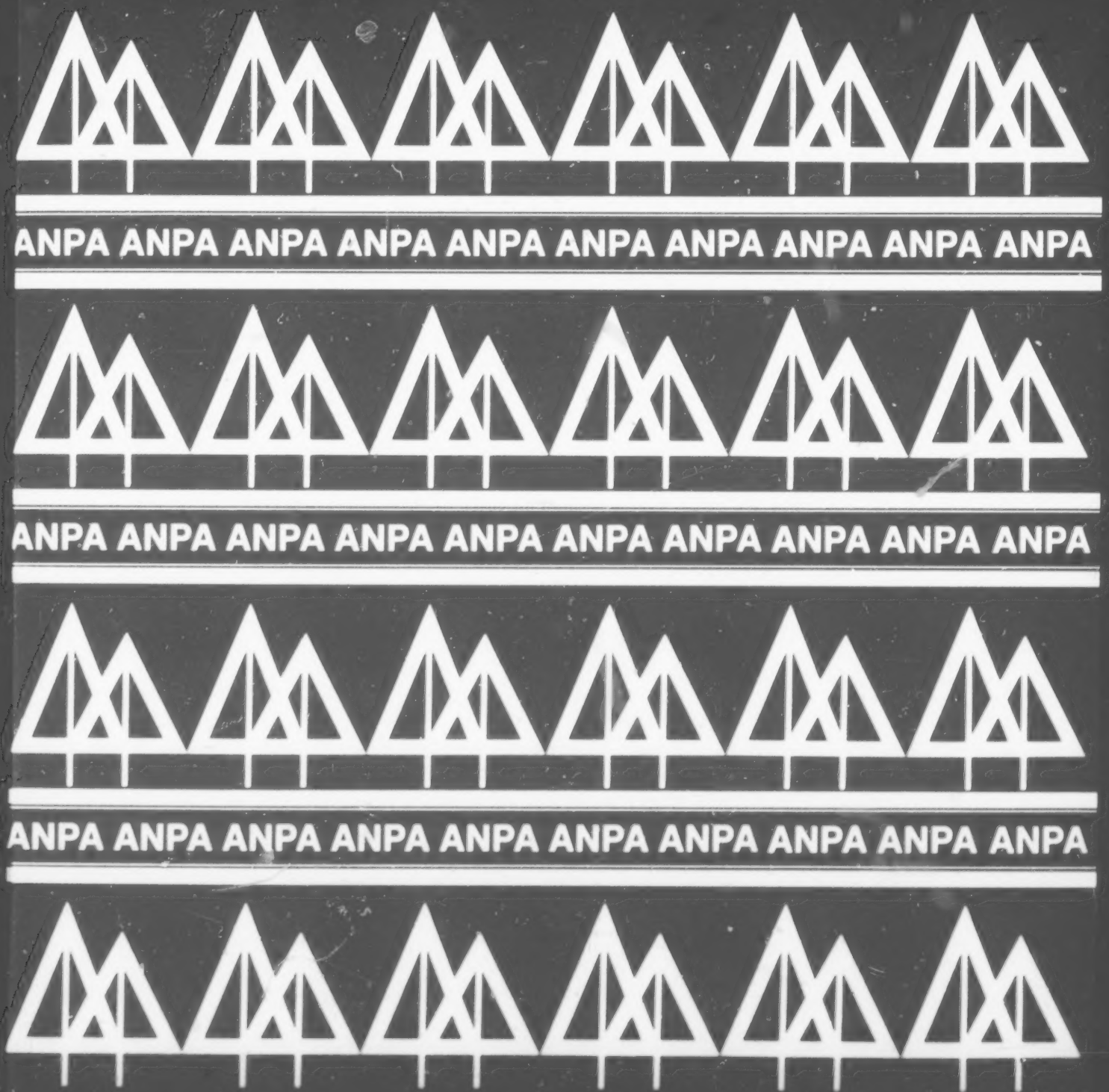
From Canadian mills	U.S.A.	Canada	Export	Total
April 1985	535,593	85,733	131,532	752,858
April 1984	515,799	90,367	94,862	701,028
Four months 1985	2,236,273	352,055	422,232	3,010,560
Four months 1984	1,983,861	339,151	396,364	2,719,376
Increase	+252,412	+12,904	+25,868	+291,184
	+12.7%	+3.8%	+6.5%	+10.7%
From U.S. mills				
April 1985	381,019	----	26,784	407,803
April 1984	417,703	----	21,153	438,856
Four months 1985	1,561,486	----	97,719	1,659,205
Four months 1984	1,638,703	----	79,993	1,718,696
Increase or decrease	-77,217	----	+17,726	-59,491
	-4.7%	----	+22.2%	-3.5%
From North American mills				
April 1985	916,612	85,733	158,316	1,160,661
April 1984	933,502	90,367	116,015	1,139,884
Four months 1985	3,797,759	352,055	519,951	4,669,765
Four months 1984	3,622,564	339,151	476,357	4,438,072
Increase	+175,195	+12,904	+43,594	+231,693
	+4.8%	+3.8%	+9.2%	+5.2%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

"NEWSPRINT AND THE PRESSROOM – II"

OCTOBER 10-11, 1985, CHICAGO



This seminar will examine those aspects of newsprint manufacture and use that most affect newspaper production. Papers will be presented by manufacturers, scientists and users who are involved with newsprint and who have developed methods that can be utilized today to improve production and to reduce the growth in costs.

THURSDAY, October 10, 9 A.M.
ROSEMONT 'A' & 'B' BALLROOMS

Opening Session

Call to Order

William H. Cowles 3rd
President & Publisher
The Spokesman-Review and
Spokane Chronicle
Spokane, WA
Chairman, ANPA Newsprint
and Transportation Committee

Welcome Address

Stanton R. Cook
President & Chief Executive Officer
The Tribune Company
Chicago, IL

Quality Control Session

Chairman: William Metzfield - President, Gannett Supply Corp., Rochester, NY

This session highlights today's quality trends. Experts from publishing and paper-making will share with you their methods to produce high quality products.

1. USA Today Quality Control Guidelines

   Charles R. Blevins
   Vice-President Production
   Gannett Company Inc.
   Arlington, VA

2. Kodak Color Contest Winner for Letterpress

   Golden L. Faris
   Production Director
   Indianapolis Newspapers Inc.
   Indianapolis, IN

3. Kodak Color Contest Winner for Offset

   John Irvin
   Production Manager
   Times Publishing Co.
   St. Petersburg, FL

4. The Manufacture of Quality Newsprint

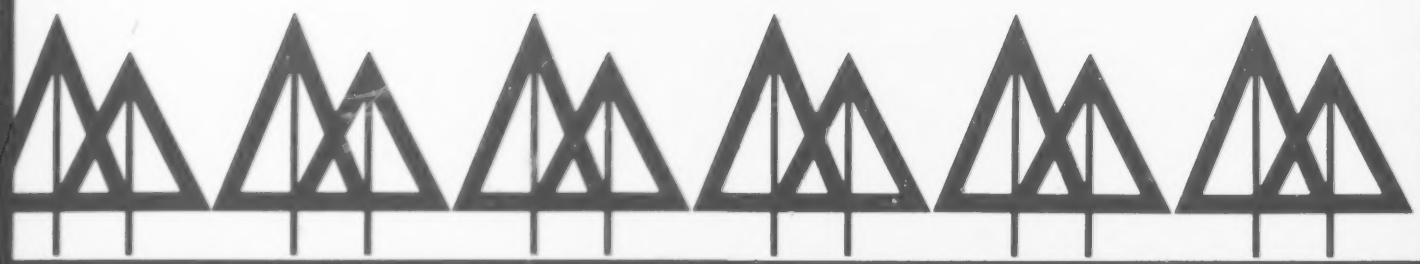
   Wallace C. Finley
   Executive Vice-President
   Donohue Inc. Que.

5. The Importance of High Quality Newsprint - A Panel Discussion

   Speakers from: National Advertising Bureau
   A large advertiser (i.e. a national retail chain)
   A printer of advertising inserts
   A Newsprint Producer

LUNCH - Rooms - Swissair, Olympic, Mexicana

Speaker: Walter E. Mattson
President & Chief Operating Officer
The New York Times Company
New York, NY



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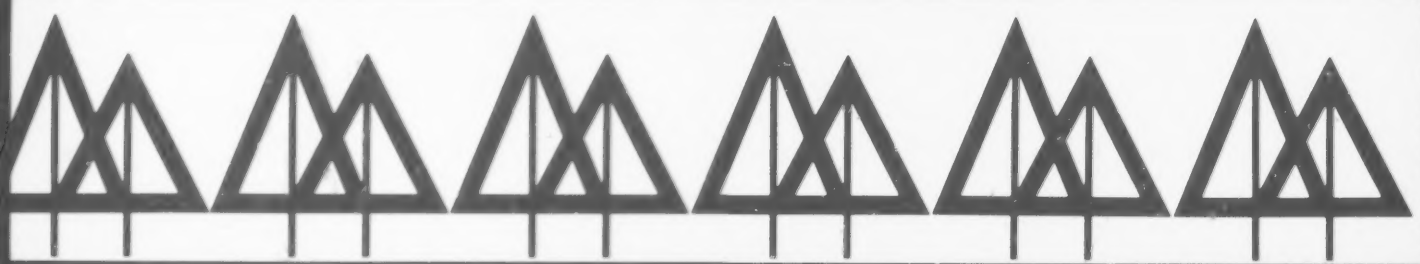

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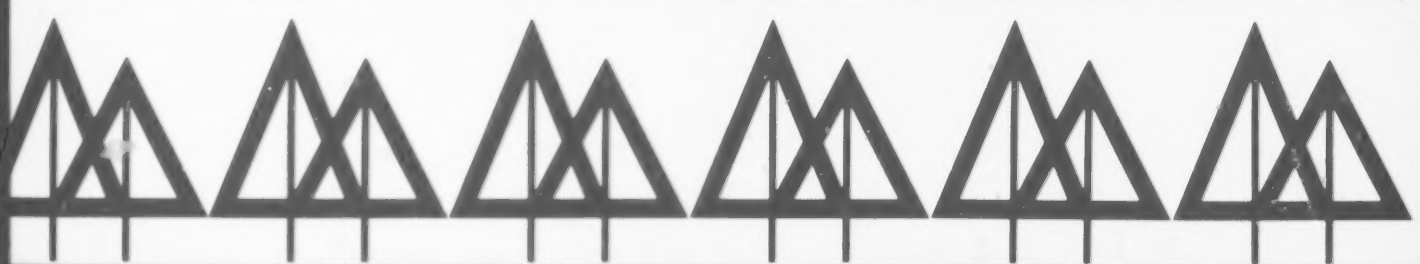

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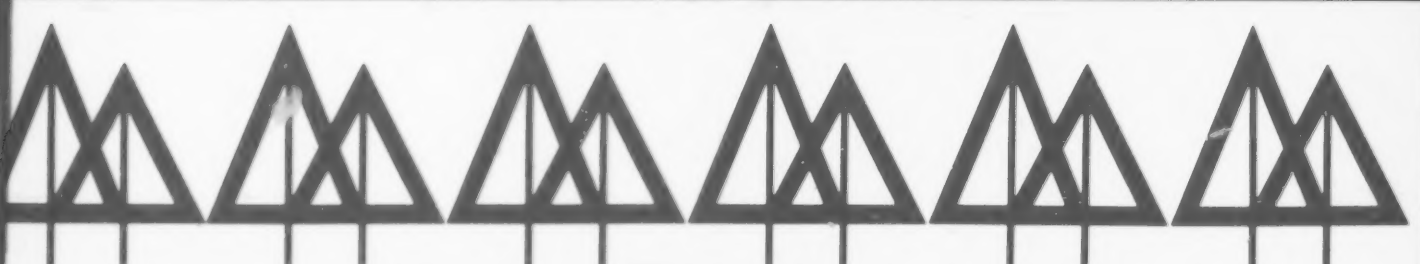

1985 SEMINAR – NEWSPRINT AND THE PRESSROOM – II

ANPA

HYATT REGENCY O'HARE, CHICAGO, ILLINOIS, USA

OCTOBER 10-11, 1985

JOINTLY SPONSORED BY ANPA AND THE TECHNICAL SECTION, CPPA

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TELEX: 055-60696

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AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
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HOTEL ACCOMMODATIONS – HYATT REGENCY O'HARE CHICAGO

NAME OF GROUP: **ANPA/CPPA NEWSPRINT PRESSROOM SEMINAR**

DATES OF FUNCTION: 9:00 A.M. THURS. OCT. 10 – 1:00 P.M. FRI. OCT. 11, 1985

ARRIVAL DATE: | DEPARTURE DATE:

TIME OF ARRIVAL:

FULL NAME: (LAST / FIRST / MIDDLE)

COMPANY:

STREET: | PHONE

CITY, STATE & ZIP CODE:

ROOMMATE'S NAME: | DATE OF ARRIVAL | DATE OF DEPARTURE

GUARANTEED RESERVATIONS
INDICATE ONE OF THE FOLLOWING

(A) ASSURED RESERVATION
CREDIT CARD NAME
CREDIT CARD NUMBER
EXPIRATION DATE

(B) COMPANY GUARANTEE ☐

PLEASE CIRCLE RATE DESIRED			SUITE TYPE	PARLOR & ONE-BEDROOM	PARLOR & TWO-BEDROOM
SINGLE OCCUPANCY	$79		PENTHOUSE	150	229
			PLAZA	165	244
DOUBLE OCCUPANCY	$94		REGENCY	225	304
			PANORAMA	255	334
REGENCY CLUB LEVEL	$99 SGL	$114 DBL	DELUXE	[illegible]	454

IF RATES REQUESTED ARE NOT AVAILABLE, THE NEXT AVAILABLE RATE WILL BE ASSIGNED. DO NOT MAIL THIS TO THE HOTEL: WE WILL FORWARD YOUR REQUEST. SUBSEQUENT CORRESPONDENCE MUST BE WITH THE HOTEL.

Technological Breakthroughs Session

Chairman: George Cashau, Director, Technical Research. ANPA, Reston, VA

Latest developments in newspaper publishing and newsprint manufacturing with special emphasis on Flexography.

1. Flexo in Knight-Ridder	Ralph S. Roth Vice-President Production Knight-Ridder Newspapers Inc. Miami, FL
2. Goss Retro Flexo and Work with PAPRICAN on Paper for Flexo	Thomas O. Might Vice-President Production The Washington Post Washington, DC
3. The Rub Test and Offset Printability Test	Doris Kleintop Technical Supervisor Materials Testing Service ANPA, Reston, VA
4. Paper and Ink Interaction	Robert W. Bassemir Chief Scientist Sun Chemical Corporation Carlstadt, NJ
5. New Technology in Newsprint Mills	Gordon Mitchell Senior Research Physicist MacMillan Bloedel Research Vancouver, B.C.
6. Offset plate quality – effect on linting	Rolland Lebel Director Research & Development Reed Inc., Québec, Qué.

Seminar Reception 6 P.M. – 7 P.M. (cash bar)

FRIDAY, October 11, 9 A.M.

The Paper Chase Session, Rosemont 'A' & 'B' Ballrooms

Chairman: Archibald M. Bruce – Director of Marketing Services,
Abitibi-Price Sales Corp, New York, NY

This session will hear what is done to locate newsprint in transit from a mill to a newspaper pressroom and when the paper enters a publisher's facilities. Factors in a pressroom, such as waste and runnability, are also covered as well as some views by a manufacturer.

1. The Tracking of Paper – Mill to Press	Michael Cameo Manager Information Services R.R. Donnelly & Co. Chicago, IL
2. Newsprint Control at the Star and Tribune	Robert D. Lewis, Business Analyst Minneapolis Star and Tribune Company Minneapolis, MN
3. The Waste Factor	To be announced
4. The Runnability Factor	Dr. Derek Page, Director Materials Science Division PAPRICAN, Montréal, Qué.
5. The Manufacturer's Contribution	Fred L. Baldwin, Director, Information Systems Abitibi-Price Inc., Toronto, Ont.
Summary: Wrap-Up Remarks	Bert Joss Group Director, C.P.P.A. Montréal, Qué.
Farewell Address	K. Linn Macdonald Group Vice-President Abitibi-Price Inc., Toronto, Ont.

"Newsprint and the Pressroom – II" Seminar
Hyatt Regency O'Hare, Chicago
October 10-11, 1985

Jointly sponsored by ANPA and the Technical Section, CPPA

American Newspaper Publishers Association
ANPA
TO ADVANCE THE CAUSE OF A FREE PRESS

TECHNICAL SECTION
C.P.P.A.

Printed in Canada

Historic find may delay mill

Construction of a $215-million, 154,000-metric-ton newsprint mill near Usk, Wash., may be delayed because of the discovery of ancient Indian ovens on the 300-acre site.

The Ponderay Newsprint Co. had planned to begin construction in late summer until discovery of the artifacts, which scientists describe as being "among the earliest and best preserved food-processing features in the interior of the Northwest." With the find, a series of federal and state laws designed to preserve archeological sites go into effect.

The mill will be a joint venture between a Canadian newsprint producer and five western newspaper companies. The plant would be built and operated by Lake Superior Products, a U.S. company owned by Great Lakes Forest Products Ltd. of Canada. Lake Superior would maintain a 40-percent interest. Publishers' interests in the mill have not been disclosed [presstime, Jan. 1985, p. 57]. □

Tentative agreement reached at Quebec mill

A tentative, three-year labor agreement has been reached at Donohue Inc.'s Clermont, Quebec, newsprint mill with members of the Confederation of National Trade Unions.

The agreement, subject to ratification, provides for pay increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

Meanwhile, officials of the United Paperworkers International Union in late May were continuing to negotiate with management of Garden State Paper Co. in Garfield, N.J., where a labor contract expired last October [presstime, May 1985, p. 78]. □

NEWSPRINT NOTES

• Abitibi-Price Inc., Bowater Inc. and Kimberly-Clark Corp. have **postponed** until July 1 previously disclosed **newsprint price increases** of $35 a metric ton to go from $535 to $570 a metric ton [presstime, May 1985, p. 78].

• Sir James **Goldsmith terminated his $807.5-million offer** for 78.5 percent of Crown Zellerbach Corp. after Crown said that it will divide iself into three parts and sell its timberlands [presstime, May 1985, p. 78].

• Abitibi-Price's **conversion of one of three newsprint machines** at its Alma, Quebec, mill to make lightweight catalog and directory paper is now scheduled for 1986 [presstime, April 1985, p. 56].

• The city of Richmond, Calif.'s, **proposed newsprint mill** would cost about $200 million and produce about 159,000 metric tons a year, industry sources say. The raw material input would be mostly old newspapers and likely would include some magazines [presstime, March 1985, p. 63].

• Nova Scotia Forest Industries **will be renamed Stora Forest Industries.** The company has a newsprint mill at Point Tupper, Nova Scotia.

Financial report of paper companies—first three months of 1985

Net income (in thousands of dollars)

	1985	1984	% Change
Abitibi-Price Inc.	$ 23,723	$ 10,345	+129.3
Boise Cascade Corp.	33,280(a)	27,880	+19.4
British Columbia Forest Products Ltd.	8,000	(9,900)	--
Consolidated-Bathurst Inc.	19,300	12,100(b)	+59.5
Crown Zellerbach Corp.	19,200	21,200	-9.4
Crown Forest Industries Ltd.	1,800	(6,900)	--
Domtar Inc.	34,000(a)	27,800(a)	+22.3
Donohue Inc.	6,300	6,200	+1.6
Great Northern Nekoosa Corp.	13,900(a)	29,700(a)	-53.2
Kimberly-Clark Corp.	72,300	60,600(a)	+19.3
MacMillan Bloedel Ltd.	2,600	(17,500)	--
Southwest Forest Industries	(1,604)	3,441	--

(a) including extraordinary gain (b) restated ( ) = loss

Group of 25 investors makes bid for Conrail

Morgan Stanley & Co. has assembled a group of 25 investors to offer to purchase the government's 85-percent interest in Conrail for $1.2 billion in cash and other considerations.

Morgan Stanley estimated the total value of its offer at $1.8 billion plus the value of stock warrants—well above the $1.2 billion offered for the railroad by Norfolk Southern Corp. [presstime, April 1985, p. 43].

Among the 25 investors are CSX Corp., which owns the Chessie System and Seaboard System railroads; Citicorp Capital Investors Ltd.; and Harvard, Princeton and Columbia universities.

Terms of the agreement also call for up to 60 percent of Conrail stock to be sold through a series of public offerings, with the original investors owning at most 40 percent of the railroad. No investor will be permitted to hold more than 10 percent of the stock. □

New Teamsters pact wins ratification

The International Brotherhood of Teamsters and U.S. trucking industry management have ratified a new three-year contract that covers most of the nation's truckers.

It calls for a $1.50-an-hour increase over the life of the contract. Drivers paid by mileage will receive an additional 3.75 cents per mile.

New employees hired in the contract's first year will receive 70 percent of the existing top rate.

Meanwhile, several hundred smaller companies that were part of the previous round of negotiations decided to seek contracts on their own, according to industry sources [presstime, April 1985, p. 43.]. □

Boxcar decision allowed to stand

Without comment, the U.S. Supreme Court declined to review a federal appeals court decision that partially vacated the Interstate Commerce Commission's deregulation of boxcar traffic. The decision reversed ICC actions to deregulate joint-line movements of boxcars [presstime, Nov. 1984, p. 55]. □

Guild byline action ordered stopped

In what is believed by labor lawyers to be the first award of its kind, an arbitrator has found a local of The Newspaper Guild violated its labor agreement with the Rockford (Ill.) Register Star by taking concerted action to have bylines omitted from the newspaper.

Arbitrator Steven Briggs ordered Local 5 of the Guild "to cease and desist from orchestrating concerted byline withhold actions."

The dispute arose in the spring of 1984 when the company and the union were bargaining over an economic reopener in their labor agreement. According to the arbitrator, news and editorial employees represented by the union were generally dissatisfied with the progress in negotiations. A Guild "action committee" was formed, and it ultimately recommended some job actions, one of which was the withholding of bylines.

On May 1, 1984, and again on June 4, all reporters who submitted stories requested that their bylines be withheld. The Guild, said Arbitrator Briggs, freely acknowledged that it had urged its members to take the action. The company monitored requests to withhold bylines and used its judgment as to which would be honored.

Both the company and the union filed grievances charging the other with violations of the labor agreement, and both parties also filed charges with the National Labor Relations Board charging violations of the Taft-Hartley Act. The board, however, deferred to the arbitration process.

The pertinent provision in the labor agreement states: "The affixing of a byline is the prerogative of the publisher or his representative; however, bylines shall not be used over the protest of an employee nor when a substantive change or alteration is made in any employee's story unless there is agreement on the change between the publisher and the employee."

Arbitrator Briggs said use of the term "prerogative" reflected the parties' mutual acknowledgment that affixing bylines "is an employer right."

Briggs noted that the newspaper's credibility and integrity would be jeopardized were it to run opinion pieces, personal columns and reviews without attribution. "In other words," he said, "there are legitimate business reasons for affixing bylines."

He said he was not convinced that management's contractual right to affix bylines was limited to deciding whether a piece was "worthy" of a byline, as the Guild claimed.

"Rather," he said, "it seems evident from the record that the byline affixing 'prerogative' was negotiated to allow the employer to protect the newspaper's reputation and integrity."

Management's "prerogative to affix bylines prevails over employees' right to withhold bylines when the latter is done on a *collective* basis," Briggs said. "That is, employees have rights as *individuals* to withhold bylines, but not as a group." (Emphasis by arbitrator.)

Briggs rejected the Guild's contention that the mass byline withholding was not a concerted action and that each individual made a singular decision to withhold his or her byline. Such an explanation, he said, "simply stretches credulity beyond acceptable limits."

"If permitted," the arbiter said, "mass withholding of bylines could indeed be damaging to the newspaper's reputation."

Briggs found that neither parties' actions violated the Taft-Hartley Act. He did not rule on the company's contention that the mass withholding of bylines constituted an illegal partial strike.

Wendell J. Van Lare, director of labor relations for Gannett Co., said the award "identifies the need to have language in a contract making it clear that a byline is the publisher's prerogative and that any right to withhold a byline is limited to personal, professional concerns."

—Clark Newsom

Arbitrator reinstates columnist

An arbitrator has ordered reinstatement with back pay of a columnist at The Gazette of Montreal who was suspended last October after accepting a second job as a sports commentator on a morning radio show without the publisher's permission.

The columnist, Ted Blackman, writes a general-interest "city" column three times a week. A number of the columns deal with sports and sports figures.

At issue was a section of the labor agreement with Local 111 of The Newspaper Guild that states: "An employee shall seek permission before engaging in any broadcast activity related to his/her specific field of activity at The Gazette."

The company also contended that Blackman's broadcast activities were in violation of another section of the agreement prohibiting activities "in competition with the business of the employer."

Arbitrator Harvey Frumkin found that the newspaper company failed to show a clear and specific conflict between Blackman's job as a columnist and his job with the radio station.

"To the extent that the grievor's city column drew on the area of sport for its subject matter, the perspective was entirely different than it was in the grievor's broadcast activities," Frumkin said.

He said there may be "a fine line" between the two activities, and it was "imperative" that Blackman "proceed with caution" so as not to cross that line. The company is entitled to monitor his activities to see if a relationship becomes identifiable, he said.

Frumkin also found that Blackman's broadcast activities were not in competition with the newspaper. □

Recent contract settlements

Baltimore Sun, GCIU: Two three-year agreements covering pressroom employees and photoengravers; retroactive to May 1, 1984 and April 20, 1984, respectively.

Chicago Sun-Times, ITU: Three-year agreement covering mailers; retroactive to July 15, 1984.

Houston Post, ITU: Two-year agreement covering composing room employees; retroactive to Jan. 1, 1985.

San Antonio Light, GCIU: One-year agreement covering photoengravers; retroactive to Dec. 2, 1984.

(Details in June 1985 ANPA Labor & Personnel Relations Letter.)

SIX IMPORTANT FACTS FOR PRODUCTION DIRECTORS CONSIDERING THE FLEXO ALTERNATIVE

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FACT THREE: The first major commitment in the United States for a full flexo press installation is again with W&H and K&B JOURNALFLEX flexo technology. The decision by the PROVIDENCE JOURNAL to purchase eighteen (18) units and eight (8) half-decks was made after nearly three years of testing with a W&H JOURNALFLEX slip-in unit and other competitive flexo equipment.

FACT FOUR: To date W&H is the only manufacturer who is offering and has sold flexo technology for both the new press, slip-in replacement, and flexo conversion markets. Through PUBLISHERS EQUIPMENT CORPORATION, two flexo conversion sites – one commercial, one newspaper – will be operational in 1986 utilizing W&H JOURNALFLEX inker technology.

FACT FIVE: The W&H patented JOURNALFLEX flexo inker technology, which has produced millions of newspapers to date, is the most proven flexo inker design on the market. W&H has over 400 JOURNALFLEX chamber type inkers operating in all aspects of flexo printing world-wide.

FACT SIX: Only W&H currently offers a dedicated four-color unit for both new press and slip-in replacements. The slip-in replacement model is 63" wide, fitting into virtually all existing pressline configurations.

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ANDREW J. SCHIPKE – DIRECTOR OF SALES & MARKETING

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GCIU's Brown says he'll step down in September

Kenneth J. Brown, president of the Graphic Communications International Union, has announced that he will take early retirement Sept. 3. Brown marked his 60th birthday May 12.

Kenneth J. Brown

Brown has headed the GCIU and its predecessor unions for more than 25 years.

Under the GCIU constitution, James J. Norton, the union's recording and financial secretary, will become acting president until a successor is elected in a membership referendum next January.

Brown could not be reached for comment on his retirement. In a letter to local unions, he noted that "there is more to the totality of the human experience than our daily work, no matter how productive."

The GCIU president recently led an unsuccessful effort to merge his union with the International Typographical Union [presstime, April 1985, p. 49]. □

ITU sets ballot deadline

The International Typographical Union's executive council has set Aug. 21 as the deadline for members' ballots to be returned in the referendum on merger with the Teamsters.

Earlier, the council decided that the ballots would be mailed July 8 from the ITU's Colorado Springs headquarters [presstime, May 1985, p. 74].

The council has retained the American Arbitration Association to handle distribution and tabulation. Counting of the ballots will begin Aug. 22 with the assistance of a bipartisan ITU committee.

"Given the interest of the membership in this vote and the tremendous impact it will have on the future of the ITU, the executive council thought it best to have a respected outside group like the AAA involved in the process," said ITU President Robert S. McMichen.

McMichen and two other members of the five-man executive council oppose the merger proposal by the Teamsters. □

Pagination dispute unresolved

A hearing on a jurisdictional dispute between two unions at The Salem (Mass.) Evening News was canceled by the National Labor Relations Board after it decided that no violation of the Taft-Hartley Act had occurred.

Before the board may rule on a jurisdictional dispute, the law requires it to have "reasonable cause to believe" that section 8(b)(4)(D) of the act has been violated. That section makes it an unfair labor practice for a union to strike for the purpose of forcing an employer to assign particular work to employees represented by the union.

The dispute between The Newspaper Guild of Salem and Lynn Typographical Union No. 21 involved jurisdiction over Hastech full-page layout terminals. Last October, the newspaper notified the Guild of a "potential jurisdictional problem" it had with Local 21 concerning the operation of pagination terminals in the newsroom.

The Guild's representative wrote the company a letter stating that operation of the equipment in the editorial department was within the Guild's jurisdiction. The letter stated: "Should the publisher take any action to dilute, transfer or denigrate in any way this work, the Guild will pursue all available remedies."

To bring the dispute before the board, the newspaper filed charges with the NLRB alleging that the Guild had threatened to violate section 8(b)(4)(D).

The board noted that both unions' labor agreements contain a jurisdictional provision and grievance and arbitration provisions covering "all disputes" or "any matter" regarding the interpretation or application of the agreements.

Neither union had engaged in a strike, the board noted. "Nor did either explicitly threaten to do so."

The Guild's threat to "pursue all available remedies" did not refer to any specific conduct, the board noted. "A threat merely to file a grievance or invoke arbitration in pursuit of an arguably meritorious contractual claim does not violate the act," the board said.

The board said there was no reasonable cause to believe section 8(b)(4)(D) had been violated, and therefore it was "without authority" to determine the jurisdictional dispute.

Officials of the Evening News declined comment on the case.

(The Newspaper Guild of Salem and The Salem News Publishing Co., 275 NLRB No. 22) □

NLRB orders daily to bargain with union

The Daily Republic of Fairfield, Calif., has been ordered by the National Labor Relations Board to bargain with a union that was certified last year to represent a unit of all full-time and regular part-time employees.

In an NLRB-supervised election, the employees voted 62-53 in favor of representation by the Northern California Newspaper Organizing Committee, a group of newspaper unions that includes locals of the Graphic Communications International Union, The Newspaper Guild, the International Typographical Union and Teamsters [presstime, Sept. 1984, p. 46].

In refusing to bargain, the company contended that the union, which goes under the acronym "NOCNOC," was not a labor organization within the meaning of the Taft-Hartley Act. But the board said that the newspaper was "attempting to relitigate" issues that "were or could have been" resolved in the representation proceedings that led to the election.

The company is appealing the board's decision to the 9th U.S. Circuit Court of Appeals.

(Fairfield Publishing Co. and Northern California Newspaper Organizing Committee, 275 NLRB No. 2) □

Guild files suit in St. Louis

A local of The Newspaper Guild has filed a class-action suit in federal district court charging the St. Louis Post-Dispatch with unlawful sex discrimination in its advertising department.

The suit charges the company with maintaining lower pay rates for jobs filled mainly by women and of paying higher rates in jobs staffed predominately by men.

The St. Louis Guild also alleges that the Post-Dispatch has "intentionally established and maintained" a pattern of sexual segregation in its advertising sales force.

The company said it could not comment because of the pending litigation. □

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Firing suit against daily dismissed

The Luzerne County, Pa., Court of Common Pleas has dismissed a former employee's lawsuit against The Times Leader of Wilkes-Barre.

Copy editor Dorothy Kay Martin was fired in 1981 on grounds of aiding a competitor. She had placed a display ad in the Citizens' Voice, a union-sponsored newspaper also in Wilkes-Barre, promoting an ice cream stand she operated at a nearby resort.

After unsuccessfully petitioning the NLRB for relief, Martin sued The Times Leader and Publisher Richard L. Connor for alleged breach of her employment contract. She sought $36,827 in back wages and $20,000 in punitive damages.

Judge Arthur Dalessandro of the Court of Common Pleas noted that absent a statutory or contractual provision to the contrary, the law has taken for granted the power of either party to terminate an "at-will" employment relationship "for any or no reason."

According to Martin's own testimony, no promises were made to her when she was hired that it would be for a stated period of time. She also testified that no guarantees of employment were made when an employee handbook was issued.

Judge Dalessandro ruled that Martin's breach of contract suit "cannot be sustained as a matter of law," and that her discharge did not violate any Pennsylvania constitutional guarantees.

He said Martin "failed to provide any factual allegations which would support her theory and conclusion that (publisher) Connor acted in any way for his own personal motives" in her discharge.

The NLRB previously had ruled that the placement of the ad was not an activity protected by the Taft-Hartley Act and dismissed a complaint against The Times Leader [presstime, April 1983, p. 46].

(Martin v. Capital Cities Media Inc. and Connor, No. 1538-C) □

NLRB election

Memphis Commercial Appeal, ITU: Composing room employees voted 37-27 to retain Typographical Union No. 11 as their bargaining representative.

(NLRB Case No. 26-RD-673)

Suspension of reporter upheld

A three-day disciplinary suspension given a veteran reporter at the San Jose (Calif.) Mercury News for producing work at a level below minimally acceptable for a professional has been sustained in arbitration.

Arbitrator Gerald R. McKay rejected a contention of Local 98 of The Newspaper Guild that the company was attempting to "build a case" against the grievant, who has worked for the paper since 1961, so that it could ultimately fire him.

In 1981, the reporter was taken off the courthouse beat and assigned the job of collecting material for the daily crime report. He also then was given a warning letter for failing to provide corrected information to the paper prior to deadline.

In the arbitration, the company introduced a number of memos that the grievant had received from editors commenting on the unsatisfactory quality of his reporting and writing.

The union pointed out that the warning letter was the only disciplinary action against the grievant in his more than 23 years at the Mercury News. It also noted that the editors who had criticized him had been in their positions less than three years.

The company contended that the intention of the June 11-13, 1984, suspension was to make sure that the reporter understood that his performance must improve. The incident that caused the suspension was the grievant's failure to develop a story concerning stolen microphones in the county commissioners' chambers.

Arbitrator McKay noted that an editor described the grievant's assignment as the simplest and least demanding reporting activity at the paper. The job involves reviewing crime reports on a daily basis and summarizing 20-25 of them for publication. In addition, the grievant was asked to develop one brief story each day from the reports.

"While the arbitrator is not a professional reporter," McKay said, "the description of the work which the grievant performs sounds relatively straightforward and semi-routine. It certainly does not require a great deal of creativity or self-motivation to complete it. In the arbitrator's opinion, it is reasonable for the employer to expect that a minimally competent reporter should be able to review the crime reports on a daily basis and produce at least one story from those reports in addition to the daily summary. That is not a burdensome task nor is it one which other reporters who testified during the arbitration hearing found to be unobtainable."

McKay said the company "has the right to expect the grievant to produce the number of articles it has demanded." □

Additional arbitration awards

Cleveland Plain Dealer, GCIU: Phillip-Harold Marshall ruled that the company properly removed from the substitute list the names of two paper handlers because of their failure to comply with an availability agreement.

Houston Chronicle, ITU: Charles R. Milentz found that the company, following the introduction of a dual computer system, violated the labor agreement in bypassing bargaining unit employees in the processing of certain ads.

New York Times, Guild: Richard Adelman ruled that the union violated the labor agreement by holding a meeting of about 50 accounting department employees during working hours without the company's permission.

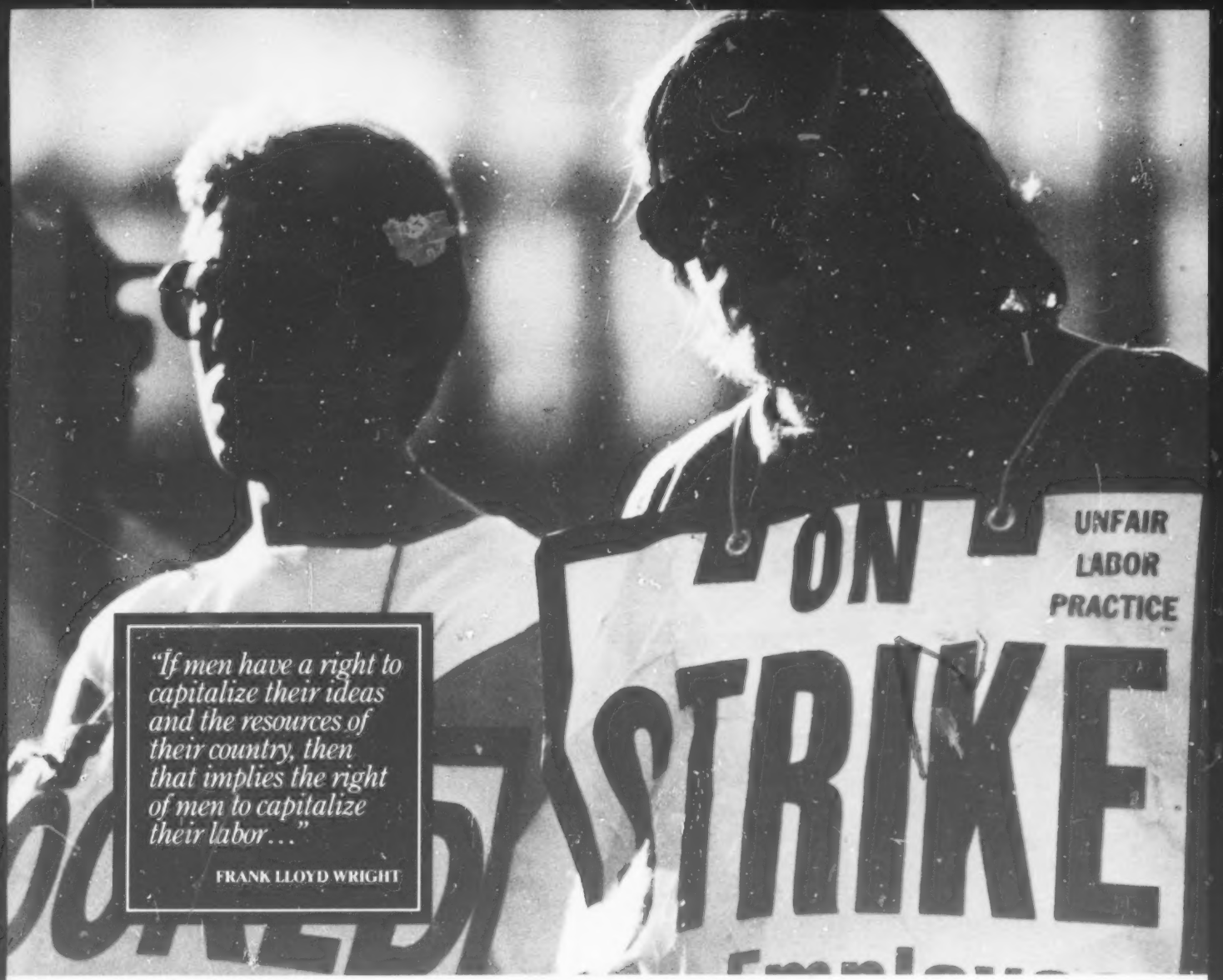
New York Times, Guild: Adelman ruled that the company did not violate the labor agreement by refusing to pay an employee for four holidays that occurred while he was on a leave of absence.

New York Times, Guild: Janet Maleson Spencer found that display advertising "charge" clerks were not entitled to be upgraded to a higher pay classification because of an increase in the volume and complexity of their work.

San Jose (Calif.) Mercury News, ITU: Ralph F. Duncan ruled that the company violated the labor agreement by refusing to provide an employee with trifocals for the purpose of working on a video display terminal.

Seattle Times, Guild: Zane Lumbley found that an associate editor should be excluded from the bargaining unit as contended by the company.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)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Speeches

Otis Chandler

James McClatchy

J. Douglas Donehue

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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Why People Dislike the Press
Katharine Graham, chairman, The Washington Post Co. Washington Ad Club, Washington, D.C., March 14.

The American Press and the Ethics of Freedom
Otis Chandler, chairman and editor-in-chief, The Times Mirror Co., Los Angeles. Remarks made in receiving the annual Isaiah Thomas Award in Newspaper Management, Rochester Institute of Technology, April 9.

Newspapers and the Legal Framework in the U.S.
James McClatchy, chairman, McClatchy Newspapers, Sacramento. International Federation of Newspaper Publishers annual congress, Tokyo, May 14.

The Time Has Come for Newspapers to Tell the Public What They're About
J. Douglas Donehue, director/corporate communications, The Evening Post Publishing Co., Charleston, S.C. Kiwanis Club, Greenwood, S.C., April 18.

Safety of Journalists: What Are the Facts? What Might Help?
Dana R. Bullen, executive director, World Press Freedom Committee, Reston, Va. International Committee of the Red Cross conference, Vevey, Switzerland, April 23.

Will the First Amendment Survive the 1980s?
Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York City. Alexander Graham Bell Lecture, Boston University College of Communications, March 25. (Or see April 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971).

A Reporter's Credo: Take the News Seriously, But Not Yourself
John Chancellor, commentator, NBC News. Remarks made in receiving the annual Sol Taishoff Award for Excellence in Broadcast Journalism, Washington, D.C., Feb. 28.

From the International Circulation Managers Association Alternative Distribution Seminar, Philadelphia, May 1-3:

Battling the Competition With Shared Mail
Richard Hartle, circulation director, Dayton (Ohio) Newspapers Inc.

We Use Second-Class Mail
Austin L. Smith, circulation manager, The Columbia (S.C.) Record

What's Ahead for the Post Office?
William B. Aylward, assistant circulation manager, Akron (Ohio) Beacon Journal

Using Regular Newspaper Carriers to Deliver Alternate Products
Gordon Cox, assistant circulation director, Florida Publishing Co., Jacksonville

Development and Maintenance of the Address Database
Jane B. Hagwood, address database coordinator, News & Observer Publishing Co., Raleigh, N.C.

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Murdoch, Tribune Co. ponder sale of three newspapers

The fate of two of the country's better known metro dailies—the New York Post and the Chicago Sun-Times—remains shrouded in doubt in the wake of the $2-billion decision of their owner, K. Rupert Murdoch, to buy Metromedia Inc.'s seven television stations.

A third newspaper, the Daily News of Los Angeles, may also be on the block because of another newspaper company's purchase of a TV station, this one by the Tribune Co. of Chicago.

Murdoch, who is making the Metromedia purchase with his partner at 20th Century Fox, Marvin Davis, and the Tribune Co. must find a way to comply with Federal Communications Commission rules that prohibit cross-ownership of a broadcast station and daily newspaper in the same market.

One of the Metromedia stations is in New York City and another is in Chicago, thus setting up Murdoch's dilemma.

Asked if there are plans to sell the Post or the Sun-Times, Howard J. Rubenstein, head of a public relations firm hired by Murdoch, said Murdoch will "comply with the law." He added that Murdoch has no plans to seek a permanent waiver of the FCC cross-ownership rules. A permanent waiver has never been granted in the 10-year existence of the cross-ownership rule, according to Maureen Peratino, an FCC spokeswoman.

K. Rupert Murdoch

Although the Metromedia purchase was a major topic of conversation among newspaper executives at the ANPA Convention and other industry meetings in May, few were willing to predict how the newspapers will fare or what steps Murdoch will take next to deal with the situation.

"I'm never surprised at anything Rupert does," said Walter E. Mattson, president of the New York Times Co., adding that he did not know of any buyers for the Post.

Another interested New Yorker, James Hoge, publisher of the New York Daily News, said his paper assumes the New York market will "be exceptionally competitive." Changes seem likely to occur, he said, but he declined to speculate on what they might be.

John Morton, a newspaper analyst with Lynch, Jones & Ryan, had stronger views. "Nobody in his right mind" would buy the money-losing Post, he said. Morton believes the Sun-Times is "marginally profitable" and will be able to attract a buyer.

Both papers face strong, local newspaper competition and are not the dominant dailies in their markets.

Another of the Metromedia TV stations is in Boston where Murdoch owns The Boston Herald. Cross-ownership problems will not arise there, however, because Murdoch and Davis have arranged for sale of the station to The Hearst Corp. for $450 million.

The sale price for the Boston station set a record that lasted little more than a week. It was topped May 16 by the Tribune Co.'s announcement of its successful bid of $510 million for station KTLA-TV in Los Angeles. With that purchase the Tribune Co., which publishes newspapers including the Chicago Tribune and the New York Daily News, will own six television stations.

Those stations will make the Tribune Co. the fourth-largest U.S. broadcaster in terms of potential TV audience, behind the three major networks and slightly ahead of Murdoch. But the company will also inherit its own cross-ownership problem: It owns two cable systems and the Daily News in the Los Angeles market.

Asked how the company will deal with the situation, a Tribune spokesman said officers will discuss with FCC officials "what our responsibilities are under cross-ownership rules."

While no decisions have been an-

INPA creates minorities panel

In another development that signals a newspaper-industry-wide effort to offer job opportunities to minorities, the International Newspaper Promotion Association has established a Minority Affairs Committee.

The action was taken by the INPA Board of Directors during the organization's annual convention May 19-23 in Boston.

Scott C. Schurz

Charles V. Pittman, promotion director and classified advertising manager of the Times Publishing Co. of Erie, Pa., was named chairman.

According to Executive Director Paula Markiewicz, the committee was established "to complement an industry-wide effort with the idea that promotion can play a very special role."

The need to increase industry-wide hiring of minorities is being addressed by the Minority Issues Steering Committee, which is composed of representatives of 26 major newspaper organizations including INPA [presstime, May 1985, p. 82].

Also at the convention, Scott C. Schurz of The Herald Telephone in Bloomington, Ind., and of The Times-Mail in Bedford, Ind., was elected INPA president. Schurz is chairman, publisher and editor of the two newspapers.

Also elected were Caroline C. John, circulation director of the Atlanta Journal and Constitution, president-elect; David C. Teague, marketing director of T. Bailey Forman, Nottingham, England, vice president; and Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times, treasurer. □

Correction

The name of Thomas P. Geyer, president and chief operating officer of Ingersoll Publications Co., was misspelled in the May issue of presstime (p. 17). Presstime regrets the error. □

nounced concerning possible sales of the Daily News, the New York Post and the Sun-Times, the Tribune Co.'s fast-growing California daily (circulation 145,523) would probably be the easiest to sell, analysts believe.

Murdoch spokesman Rubenstein, asked about tax breaks from a possible sale of the Sun-Times, said Murdoch "doesn't intend to sell the Sun-Times at a loss." Murdoch reportedly paid $90 million for the paper last year [presstime, Feb. 1984, p. 50].

Also, Murdoch "doesn't intend to shut down the New York Post" even if there are no buyers, Rubenstein said.

Although he has ruled out seeking a permanent waiver, Murdoch has not decided whether to seek a temporary waiver of the FCC cross-ownership rule, Rubenstein said. Such a waiver would give an owner 12 to 18 months to dispose of the property causing the conflict. Referring to the Sun-Times, Rubenstein said, "We expect to have 18 months to dispose of the property."

Besides his U.S. newspaper holdings, which include the San Antonio Express-News, Murdoch, an Australian, also owns the weekly Village Voice in New York; New York magazine; The Star, a supermarket tabloid; television stations and dailies in Australia; The Times of London and other English papers; and the so-called Sky Channel, which beams television programs by satellite to Europe.

In March, he agreed to buy half of the Fox film and television production studio. The combination of Fox, a source of programs, and the stations makes a fourth TV network "a very good" long-term possibility, Rubenstein said.

The first sale of a Murdoch property following the Metromedia deal could be the The Village Voice. Rubenstein acknowledged the paper is for sale at a minimum price of $55 million.

American Stock Exchange Chairman Arthur Levitt Jr. apparently plans to bid for the weekly. Levitt has hired investment bankers Henry Ansbacher Inc. to represent him in the bid, according to an Ansbacher spokeswoman.

Murdoch is not required to sell the Voice under FCC cross-ownership rules, but the sale would provide money at a convenient time. The $2 billion-plus that Murdoch and Davis are paying for the seven Metromedia stations includes the assumption of $1.35 billion in debt. Metromedia has been carrying huge debt since the company was taken private about a year ago through a leveraged buyout.

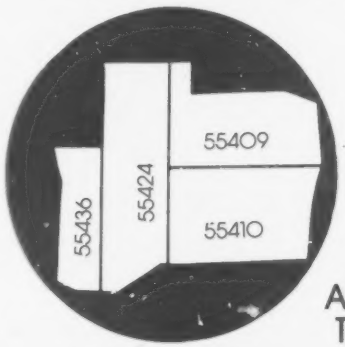
To obtain the licenses required to operate his new stations, Murdoch must become a United States citizen, a step he plans to take, Rubenstein said.

Murdoch and Davis will also have to apply to the FCC for license transfers for the stations. Rubenstein said Murdoch has not announced when he will apply for the transfers.

If the applications' review proceeds at absolute top speed, the transfers could take a minimum of about five weeks, the FCC's Peratino said. "If they don't have licenses to go with the deal, they really don't have a deal," she noted.

Besides the stations in New York, Chicago and Boston, Metromedia is selling stations in Los Angeles, Dallas/Fort Worth, Washington, D.C., and Houston.

—Barbara Friedman



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Denver Post deal with cable firm gives Sunday circulation a boost

In one swoop, The Denver Post has recruited about 65,000 new subscribers to its Sunday edition. But the move is being challenged by its rival, the Rocky Mountain News.

The circulation leap is the result of a marketing partnership between the newspaper and United Cable Television of Colorado Inc., which provides cable TV service in the Denver area. Since March 31, United Cable subscribers have automatically received the Sunday Post, which contains a new detailed guide to the week's cable and television programs.

Previously, only 65,000 of United Cable's 130,000 subscribers in the Denver area were getting the Sunday Post.

To make the arrangement work, the Post dropped the price of its Sunday-only paper in the Denver area from 75 cents to 50 cents March 31. Under the agreement, cable subscribers pay 25 cents per copy, which conforms to the Audit Bureau of Circulations rule that subscribers pay at least half of the paper's price to qualify as paid circulation.

Cable subscribers' bills itemize the 25-cents-per-Sunday charge. Bruce Smith, United's marketing manager, said the cable company pays the Post for the papers in a mix of cash, trade and the use of cable channels. Payment amounts to the 25 cents per-paper price, Smith said.

The benefits to the cable company include broader coverage through access to the Post's entire circulation and a weekly, improved guide that reaches all United's subcribers, replacing a monthly guide received only by certain subscribers, Smith said.

He also said that as part of the deal, the Post is "taking over our classified advertising channel" and will receive revenues from it.

The Post is probably the first but perhaps not the last newspaper to garner paid circulation through such an agreement with a cable company.

At the Post, Thomas G. Clancy, vice president for advertising, said "a lot of newspapers" are considering similar arrangements.

ABC is counting the cable subscribers in the Post's paid circulation figures in what, at least for now, is probably a precedent for newspapers.

In planning the project, Post and ABC officials had two meetings and repeated phone conversations about "what and how we were doing," Clancy said. "There is no problem with ABC" because the circulation qualifies under bureau guidelines, he said.

Howard W. Kutz, ABC executive vice president, agreed. Kutz said periodicals frequently sell subscriptions through marketing agreements with cable operators and other partners. ABC has never before been asked to count paying customers for newspapers sold that way, he said.

"I'm sure objections will be raised by another paper," Kutz said.

And those objections will be forthcoming, according to William W. Fletcher, Rocky Mountain News president. "We think there's a broader problem" than the one affecting the Rocky Mountain News, he said.

The issue is ABC's application of a rule that defines allowable paid circulation sold through the third party of an association.

The Post's price is itemized on subscribers' bills as the rule requires, Kutz said. And while not an association, the cable company is close enough to fit the rule's definition, he said.

But Fletcher believes the rule's expanded interpretation is "counter to the traditional basis of net paid circulation where an individual requests the paper and pays for it." The News will contest the interpretation, using "whatever the appeal procedures are for ABC," and "we'll go by the book," Fletcher said.

The News is ahead of the Post in daily and Sunday circulation—317,638 to 226,028 daily and 366,003 to 344,618 Sunday—for the six months ending Sept. 30. The Post's figures had been revised downward from the original ABC numbers.

The March Post figures will be in ABC's supplemental report and will reflect an increase of 64,499 Sunday subscribers, Clancy said. But the flood of new subscribers will be averaged over the reporting period's 26 Sundays, leaving the Post with average Sunday circulation of 345,097, he said.

The News, with average Sunday circulation of 385,807—according to March 31 ABC figures—remains the winner for those six months. But Post Editor David Hall claimed in early May that the increase from the cable TV arrangement "gives us back the lead on Sunday."

Clancy declined to say how much the project has cost. —*Barbara J. Friedman*

UPI owners, managers try to end feud

Some of the darkest clouds in its recent stormy history have gathered over United Press International.

The nation's number-two wire service is in Chapter 11 bankruptcy, which means it has obtained federal bankruptcy court protection from creditors until a satisfactory plan can be worked out to pay off old debts.

And UPI's prospects have been further damaged by the continuing feud between management and principal owners.

In May, owners Douglas F. Ruhe and William E. Geissler filed suit in an effort to oust Chairman and Chief Executive Officer Louis G. Nogales. Two months earlier, Ruhe and Geissler actually fired Nogales but were forced by creditors to reinstate him.

"It's like a plane going in for a crash landing, and having a fight in the cockpit for the controls," a UPI staff member told Business Week magazine.

The parties in late May reached tentative agreement to end their public bickering, although a formal document to that effect has not been signed at press time. Under the agreement, the parties would work in unison to find a buyer for the troubled wire service.

Another ominous sign for UPI was the "mixed" reaction it was getting from subscribers over a 9.9-percent rate increase [presstime, May 1985, p. 83].

On a positive note in late May, UPI's employment picture stabilized somewhat. After the wire service laid off 55 workers on April 26, and after Editor-in-Chief Maxwell McCrohon told the annual UPI Luncheon in Miami Beach May 7 that more layoffs were planned, the wire service May 21 posted 24 editorial job openings. This was expected to lead to the rehiring of some of the laid-off staffers. UPI spokesman David Wickenden said the openings were made possible by the company's continuing ability to meet current expenses, a trend that dates from the last quarter of 1984.

McCrohon also announced at the luncheon, held during the ANPA Convention, that state reports in 11 states would be replaced with regional reports. Wickenden said later the affected states have not been decided but may include North and South Dakota and Wyoming.

In its efforts to stay in business, the 78-

year-old news agency has been aided by the bankruptcy judge assigned the case.

One day after UPI's April 29 filing in U.S. Bankruptcy Court, Washington, D.C., Judge George F. Bason Jr. authorized UPI's chief lender, Foothill Capital Corp., to reinstate a $4-million line of credit. The action covered biweekly paychecks UPI had issued several days earlier.

Bason issued another decision citing a First Amendment importance for keeping UPI afloat. He said there was a greater public benefit in allowing UPI to pay Prudential Insurance Co. for continued employee health-insurance coverage than in UPI's first paying a delinquent tax bill to the Internal Revenue Service.

While the bankruptcy petition has enabled the company to carry on, in another sense it served to heighten an already severe strain—the dispute between management and owners.

Ruhe and Geissler said the bankruptcy petition nullified terms of a previous agreement in which they relinquished control of the company to Nogales and a management team. The principal owners filed suit against Nogales in Chancery Court of Delaware to get Nogales removed from the board of Media News Corp., parent company of UPI.

A judge in that case issued a temporary restraining order in favor of Ruhe and Geissler. But Nogales and other top managers stayed on, maintaining that UPI is subject to decisions of the Bankruptcy Court. Under the tentative agreement reached in late May, Ruhe and Geissler would drop their Delaware court suit.

Another important part of the turnaround efforts is to obtain support from subscribers. "We need your support and now is the time," Nogales told the UPI Luncheon audience of newspaper executives.

Wickenden said he had no firm figures on the number of newspapers agreeing to the higher rates, although "better than 50 percent immediately said they would" pay. Among them were the Daily News of New York, UPI's biggest newspaper customer, whose publisher, James F. Hoge, is chairman of the UPI Advisory Board.

Sandusky-Norwalk Newspapers, a group of four dailies in Tennessee, Ohio and Michigan, was among those that declined to pay. President David A. Rau said he told Nogales that while his firm believes UPI should remain in business—that two strong, competitive newswires are desirable—it has "passed the point of willingness to support UPI by paying the 9.9-percent increase."

"We expect to live up to terms of our long-term contract" and expect UPI to do the same, Rau said.

The Los Angeles Times also said it would stick with its original rate.

In other developments:

- UPI held an "inconclusive" meeting with Reuters to discuss a possible sale. Other parties reported to have expressed an interest in buying the service include McGraw-Hill and a Miami couple.
- The White House demanded $30,000 from UPI in advance for the costs to cover President Reagan's trip to Europe. Because UPI was strapped for cash, Newsday and the Chicago Tribune each guaranteed $15,000 so that the wire service could cover the event. Wickenden said neither newspaper actually paid out any money, and UPI itself will pay for all costs.

—C. David Rambo

INTERNAL MEMORANDUM

June 1, 1985

ATTN: Publisher and General Manager

FROM: Circulation Director

SUBJECT: Sales and Marketing Plan

Call them today!
NH

Our ABC figure was flat this year and my outside crew just quit. Most of my subscription sales don't have adequate retention. Street sales are down. Special contests drive up our cost-per-order. Our September figure could get worse. We've got to move fast to shore up our sales efforts.

The newspapers at Knight-Ridder and in the New York Times Group have found the solution. They've had excellent growth in circulation sales and home delivery figures with the sales programs of Fredric J. Null and Associates. These sales programs could be a great opportunity for us too.

Fredric J. Null and Associates can develop a comprehensive sales and marketing strategy specifically geared to our newspaper's needs. They also offer on-site, in-depth, highly informative training workshops for crewing, telephone rooms and DMs - - targeted at just our problem areas. Apparently Null really knows how to motivate carriers.

Null can do what we need now. I suggest we start right away by having them develop a sales and marketing strategy. They have a series of regional institutes this summer and fall. I should attend their July institute for the New England states.

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Foundation wants to know about anniversary events marking Zenger trial

ANPA Foundation has asked state newspaper associations to notify it of events being planned to observe the 250th anniversary of the trial of John Peter Zenger.

Zenger was tried Aug. 4, 1735, on charges of seditious libel for publishing a newspaper critical of the colonial government of New York. Represented at trial by Andrew Hamilton, Zenger was acquitted.

It was the first time that truth was accepted as a defense for libel. Until then, libel could be proved merely by showing that scandalous material had been published.

ANPA Foundation is working with other national organizations to promote observances of the anniversary. The other sponsoring groups are the American Bar Association, the American Library Association, the National Community Education Association, and the Society of Professional Journalists, Sigma Delta Chi.

The organizations suggest holding "community forums" on free speech/free press issues.

According to Robert S. Peck, staff director of the ABA Commission on Public Understanding About the Law, committees made up of state representatives of these national organizations have been established in 41 states. Planning meetings have been held in 14. ANPA Foundation has asked state newspaper association executives to be its representatives. □

Recent acquisitions

Hagadone Corp. of Coeur d'Alene, Idaho, acquired The North Idaho Press, Wallace, Idaho, daily circulation 2,495, and The Kellogg (Idaho) Evening News, daily circulation 2,076.

Richard Scudder and W. Dean Singleton, president and publisher, respectively, of The Gloucester County Times of Woodbury, N.J., acquired The Daily Transcript of Dedham, Mass., circulation 12,581, and The News Tribune of Waltham, Mass., daily circulation 13,375, from Thomson Newspapers Inc., Des Plaines, Ill.

Donrey Media Group of Fort Smith, Ark., acquired The Norman (Okla.) Transcript, daily circulation 17,245.

Western Newspapers Inc. of Yuma, Ariz., acquired The Daily Dispatch, Douglas, Ariz., circulation 2,702. □

Toward better 2nd-class delivery

I was pleased to read the list of suggestions on how publishers can help the Postal Service alleviate second-class delivery problems at the end of an article in the March issue of presstime (p. 12).

As the story pointed out, the merger of all second-class mail into the preferential mail network has, in some instances, adversely affected the delivery time of some publications. It is important, however, for second-class mailers to know that the Postal Service has given this area its highest priority and is taking a number of steps to resolve the situation as rapidly as possible.

The transition from the bulk mail system to the preferential network resulted in a longer-than-expected period of adjustment. But management's attention to the situation has been redoubled. New equipment is being purchased and more personnel are being trained and deployed as fast as possible.

In addition, our regional, district and local offices are tackling each second-class service complaint on a case-by-case basis and will continue to do so until our second-class mail service is back up to a proper level. In fact, feedback from our customers tells us that our efforts are paying off. As we make progress in resolving second-class late delivery problems, customer complaints have significantly declined.

The presstime article contained some misleading information regarding the loss of drop shipments and the potential reduction of entry points. The article's example showing the smaller differential between Zone 1 and Zone 8 rates under the new rate structure contained advertising rates only. It did not take into account the non-advertising pound rate or recognize the fact that a newspaper made up entirely of advertising would not qualify as a second-class publication. We do not believe the new rate structure will precipitate a large reduction in entry points.

In fact, with the creation of an Intra-SCF rate (a new discounted rate for drop shipments), customers will likely seek to add more entry points. This new rate not only reduces postage costs, but also improves service by bypassing the office of origin.

For any mailing, it is important that customers work with the Postal Service. Our customer services and transportation management staffs are ready to share their knowledge about transportation, mail makeup requirements and operating parameters. By working with them, customers can assure that their mailings are properly prepared, processed and delivered. Working together, publishers and the Postal Service can ensure the quality service that second-class mail deserves.

Paul N. Carlin
Postmaster general
Washington, D.C.

AD/SAT's mission

We were quite disturbed by the implications of the headline that really didn't agree with the story in the March issue of presstime (p. 42).

The fact that there are networks that can "deliver national ads" isn't very startling. I suspect that there are dozens of such networks using conventional methods of "delivering national ads."

AD/SAT will deliver national ads only on high-resolution facsimile equipment via satellite. AD/SAT will not sell ads, bill ads, serve as a rep or monitor print production quality.

N. S. Hayden
President and chief executive
AD/SAT Inc.
Los Angeles, Calif.

Liked insurance story

Your special report on insurance in the March 1985 presstime was excellent.

H. Michael Tyson
Vice president, finance & administration
Houston Chronicle
Houston, Texas

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ANPA Calendar

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside and Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center, and New Orleans Hilton Riverside and Towers, June 8-12

ANPA Technical Committee meeting
Rivergate Exhibition Center, New Orleans, June 9

ANPA Executive Committee meeting
New Orleans Hilton Riverside and Towers, June 10

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
The Lodge, Pebble Beach, Calif., June 10-11

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Back Bay Hilton, Boston, June 19-22

ANPA/American Bar Association Task Force meeting
The New York Times Co., New York City, June 21

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, June 21

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation Newspaper in Education Training Seminar
La Casa del Zorro, Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Connections Workshop on Telephone Systems
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 22-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 11-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

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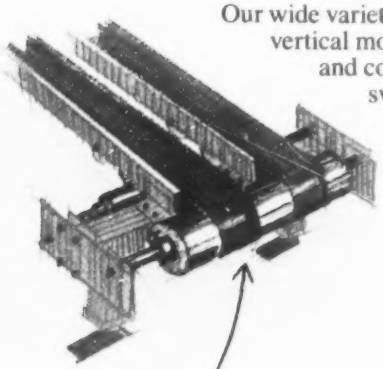

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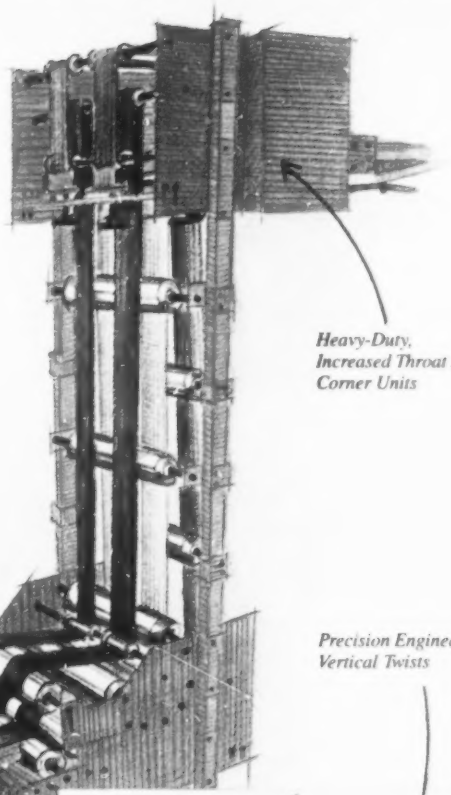

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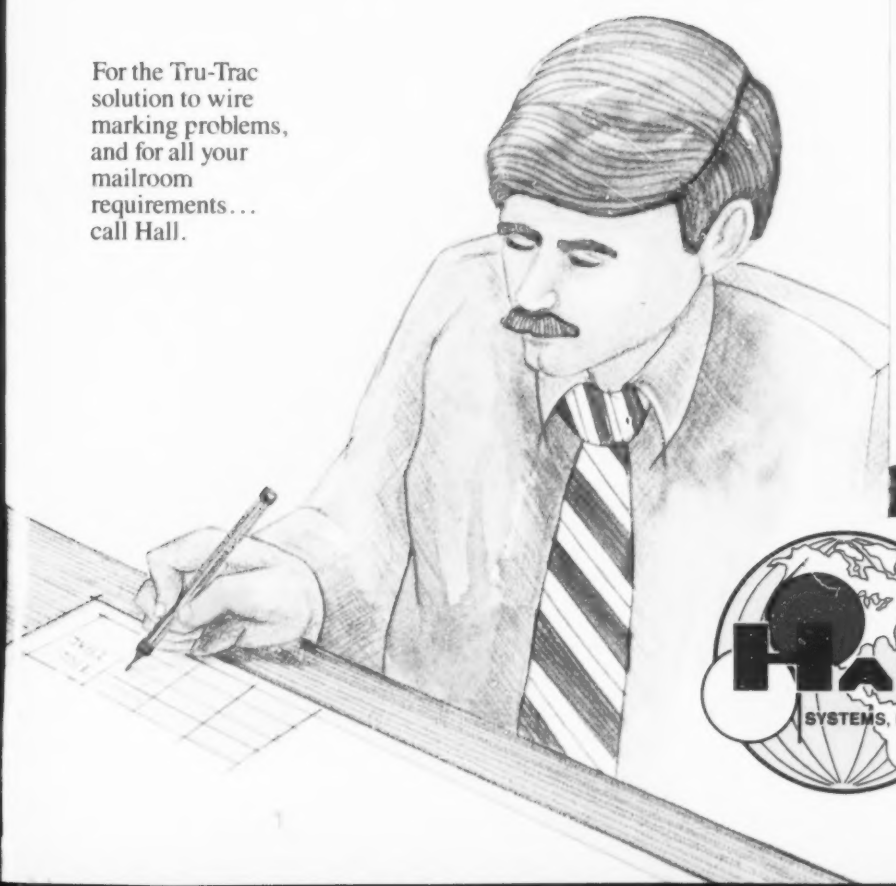

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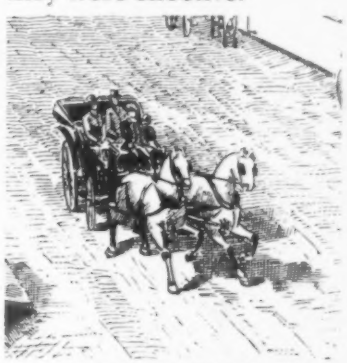
The Picture is Getting More Complicated

Photograph courtesy of NASA

When Tolbert Langston introduced his Monotype caster in 1897, life in Philadelphia was a lot less complicated than it is today.

Newspapers were already using pictures to help tell stories that were getting more complex.

The pictures were simple because the technology demanded it. Still, they were effective.



Historical Pictures Service, Chicago

But typographers found they needed more automated systems. Systems that would increase productivity without losing the quality and flexibility of hand-set type.

A machine for the time
Tolbert's new machine was perfect for the time. It was automated, but each character was cast individually.

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What used to be words has now become *pictures* and words.

The old technology designed for words alone is rapidly becoming obsolete.

Words and pictures need new ideas
While these changes may be new to some people, they're old news here at Monotype.

We designed raster image processing and laser imaging technologies years before others realized they were needed.

While Monotype has been developing good ideas, our ideas are bringing us good company.

In fact, our Lasercomp is helping some of the major newspapers of the world tell their stories. Stories that are full-page and full of pictures and words.

Lasercomp
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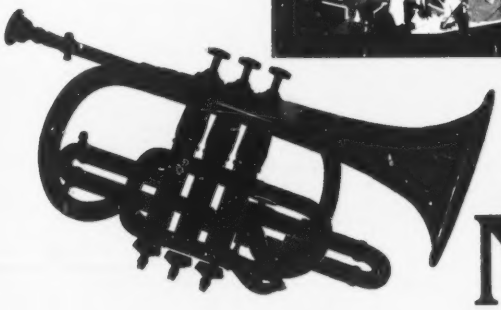

REPORT FROM NEW ORLEANS

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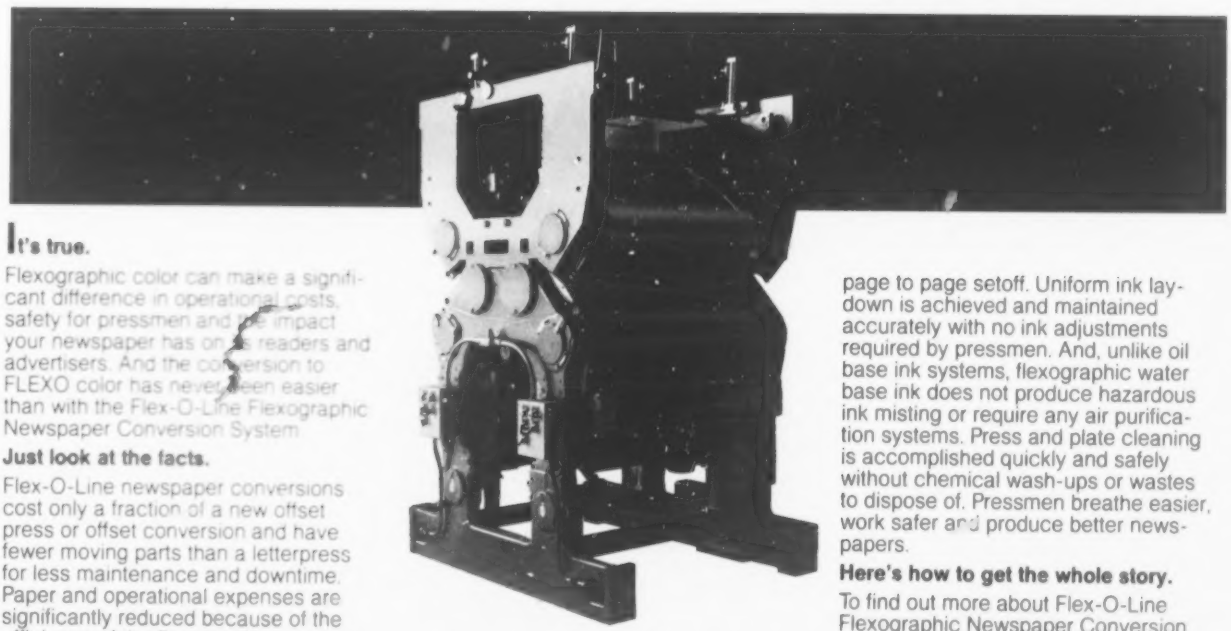

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Flexographic color can make a significant difference in operational costs, safety for pressmen and the impact your newspaper has on its readers and advertisers. And the conversion to FLEXO color has never been easier than with the Flex-O-Line Flexographic Newspaper Conversion System.

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Here's how to get the whole story.

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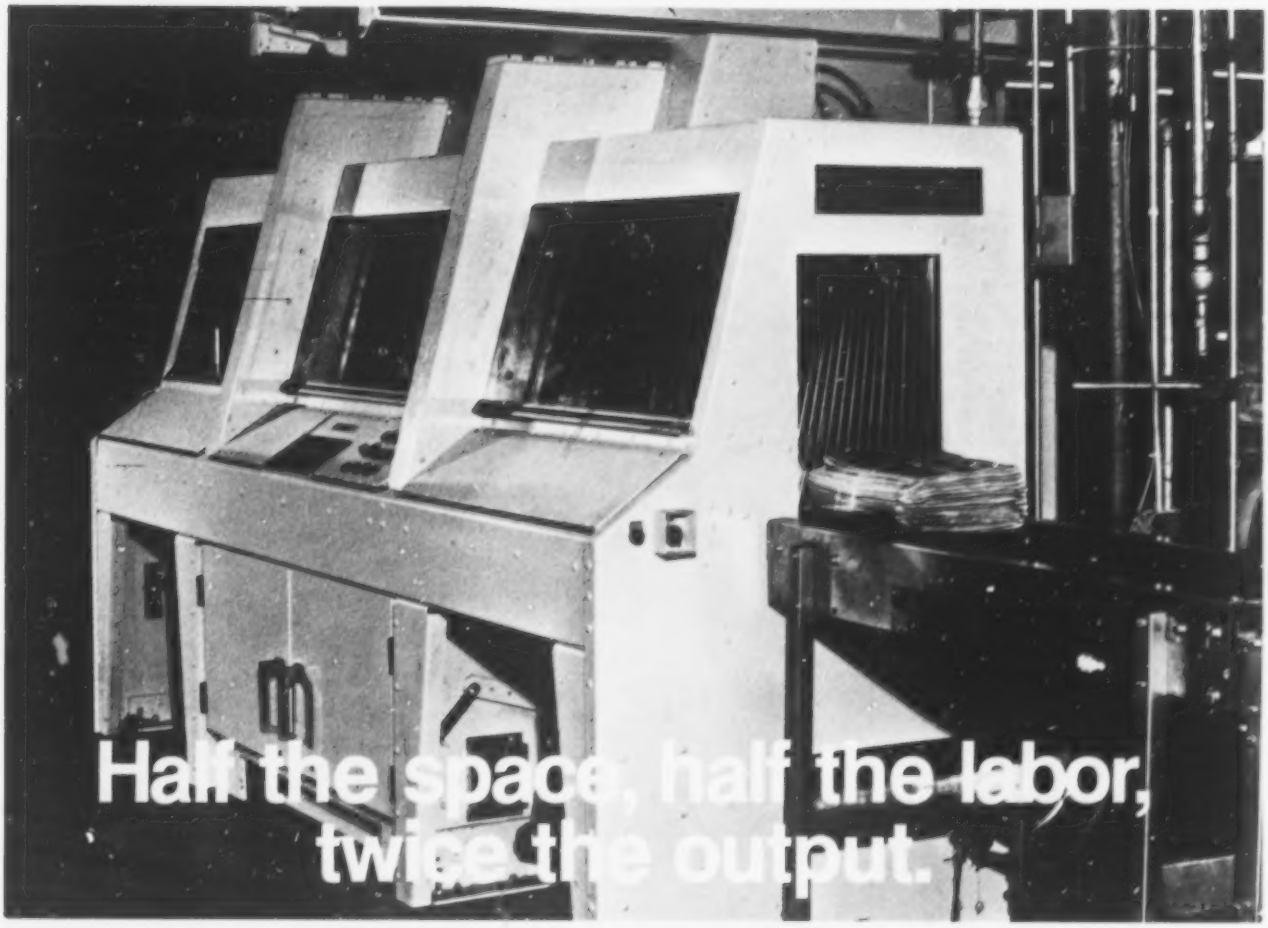

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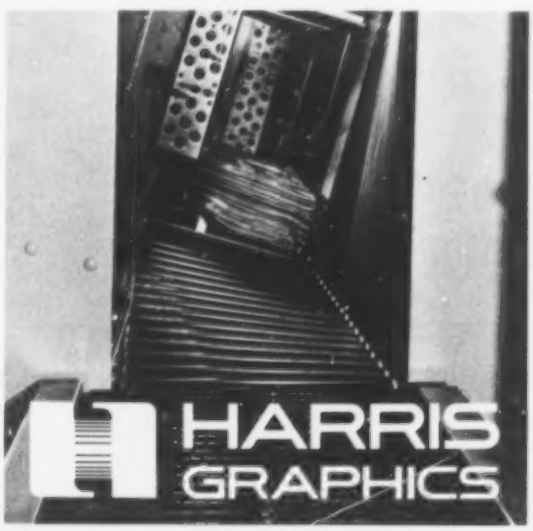

For more information, write: Harris Graphics Corporation, Bindery Systems Division, Champlain, New York 12919.

presstime

INDEX VOLUME 7, NUMBER 7 JULY 1985

Conference Report *It was the biggest ever and, in deference to the setting, maybe the "jazziest." The 1985 ANPA Operations Management Conference & Exposition, "Countdown '90s, Demand$—Decision$—Direction$," was so big it took two halls in New Orleans to contain it. On the exhibition floors, there were technological advances in every direction. In the general sessions and symposiums, there was some frank talk from advertisers, vendors and newspaper people. Read all about the Crescent City Conference—in 26 pages of day-by-day coverage.* 26

Thwarting takeovers *Some publicly owned newspaper companies are erecting barriers to block unfriendly buyers.* 6

Death of the morgue *At a growing number of newspapers, electronic libraries are writing "30" to the traditional clip files.* 10

Painful issue *Broader coverage, additional claims and increased costs are trends developing in laws governing workers' compensation.* 12

Regional phone companies *In this post-divestiture era, are the Bell operating companies friend or foe? Newspapers are finding them a little of both.* 14

Marvelous monikers *Sprinkled among the garden-variety Gazettes and routine Records are newspapers with more unusual names; here's how they got them.* 18

How sweet it is *A substance made from sugar cane, called bagasse, is being used in combination with wood pulp to make newsprint.* 20

Essay: Philippines' fight *Joaquin P. Roces, recipient of the Golden Pen of Freedom award, talks about the battle for press freedom in the Philippines.* 22

Profiles: J.A. Riggs Jr., Ralph S. Roth *These newspaper production executives are on opposite sides of the offset-flexographic printing debate.* 23

Subscriber windfall *In a circulation-boosting deal, a second Colorado newspaper has arranged for cable-TV customers to get its Sunday edition.* 64

Waste paper woes *A glut of newsprint on the U.S. market is one factor contributing to problems for the recycling industry.* 70

War for the suburbs *Suburban newspapers are finding that competition is increasing from daily newspapers and direct mail.* 74

Regional Phone Companies, p. 14

Conference Report, p. 26
(Conference & Exposition color photography by Alan Tepper, John Harrington.)

Recycling, p. 70

ANPA calendar	76	Government affairs	54	Speeches	73
Chairman's corner	4	News-editorial	58	State and local	65
Circulation	64	Newspaper business	74	Technology	66
Conference speeches	69	Newsprint	70	Telecommunications	65
Education	59	Postal affairs	56	Transportation	72
Employee relations	60	'Shoe'	64	World press	57

CHAIRMAN'S CORNER

A reminder to the Postal Service about its responsibilities to users

A postal network to bind the country together was in place long before Americans even knew they were about to become Americans. Even before the nation's independence, widespread service helped us stay in touch, educate ourselves, sell our products and move our goods.

Until 1970, this service was controlled directly by Congress—and its management typified the old saying that a camel is a horse designed by committee. After the postal strike in 1970, Congress—somewhat reluctantly—relinquished direct control over postal rate-setting and management.

Richard J. V. Johnson

It spun off the old Post Office Department into a U.S. Postal Service and admonished it to operate in a business-like fashion. But USPS also was directed to remain a public service, to continue to provide those time-honored communication ties a democracy requires. Its primary trust was a government-granted monopoly over first-class mail.

The rates for that first-class, monopoly mail have gone up and up—from 6 cents in 1970 to 22 cents as of this year. Most other rates have gone up as well, as users of second-class, newspaper mail, well know.

But the triumvirate of current rate-setters—Postal Service management, Postal Rate Commission and USPS Board of Governors—have treated third-class mail very differently; they have contended that artificially *low* prices are needed to stimulate volume.

ANPA has been asking for somewhat higher, fairer rates for third-class, which pays less now than in 1979. This bargain is covered by other mailers, including the American citizen who pays for the 22-cent stamp. And as this unfair rate system drains the consumer, it puts a government thumb on the competitive scale for newspapers.

Even though dressed in business garb, USPS remains a government service, with awesome power to distort the market. Fair rates, responsible pricing and a sensitivity to monopoly power over consumer mail are not only essential to USPS's survival, they are required by law.

The USPS Board of Governors seemed to hear ANPA in December when new rates were announced. It promised to review the huge volume increase of third-class mail and the rates responsible for it. So far nothing has happened.

The new postmaster general has a reputation for customer service, and ANPA will continue to remind him, as well as the rate-setters, that the first customer is the public. ANPA is pledged to seek a new balance in the postal rate structure. We don't intend to give up.

Richard J. V. Johnson
Chairman and President

ANPA

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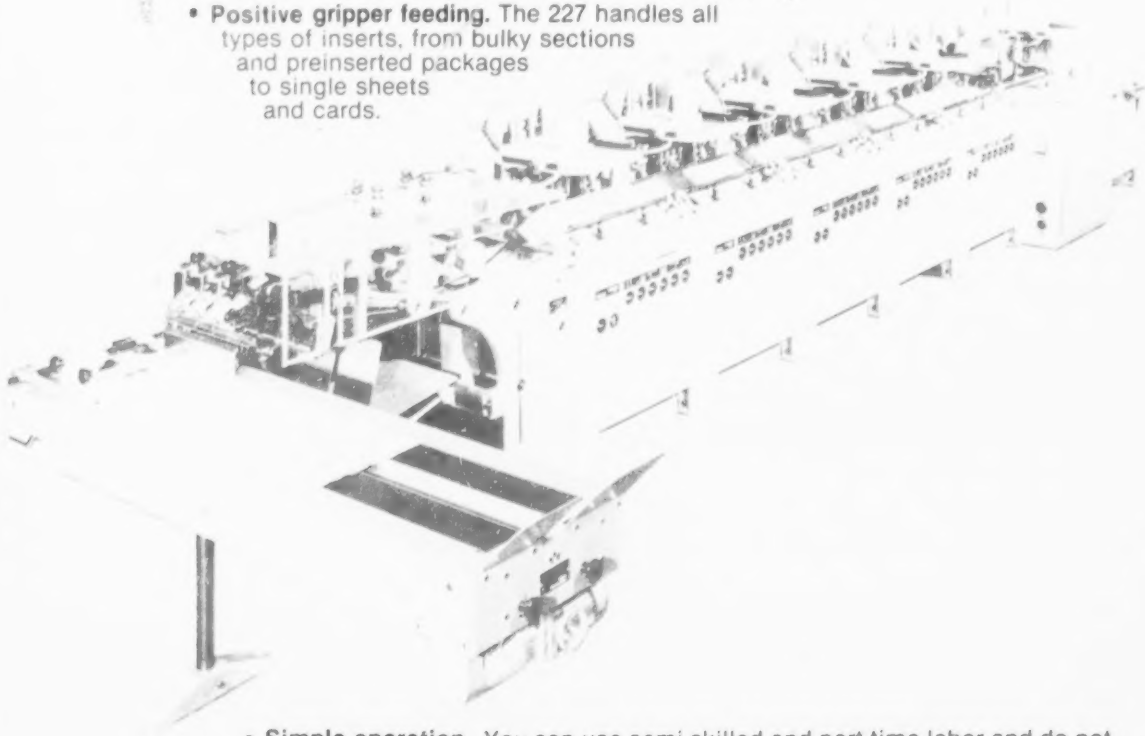

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Media firms move

BY BARBARA J. FRIEDMAN
presstime staff writer

Amid growing interest in media stocks, many publicly traded companies in the newspapers business are stacking the deck against unfriendly buyers.

In two years, six of the companies have proposed or, after a shareholder vote, added anti-takeover provisions to corporate bylaws. Another company—the Evening News Association, publisher of The Detroit News—has used a Michigan law to nip a possible takeover attempt in the bud.

Some of the anti-takeover strategies are as simple as staggered terms for directors that make it harder for a buyer to win control of the board. Others are as complex as Dow Jones & Co.'s plan to issue present owners a new, 10-votes-per-share stock.

At least four of the companies have adopted so-called fair price amendments designed to prevent shareholders who sell out early from receiving a better deal than those who tender their shares later.

Besides Dow Jones, companies that have proposed or adopted anti-takeover measures include Affiliated Publications Inc. of Boston, which owns The Boston Globe; the Tribune Co. of Chicago; A.H. Belo Corp. of Dallas, which publishes The Dallas Morning News; Gannett Co.; and Knight-Ridder Newspapers Inc. of Miami.

Also, Cowles Media Co. of Minneapolis, publisher of the Star and Tribune there, has fortified a voting trust designed to assure family control through the year 2000. Several months ago, enough Cowles heirs favored the piecemeal sale of the Des Moines Register and Tribune Co. to begin that company's liquidation.

Family ties. Soaring media stock prices, family disagreements and the dispersal of stock among people who are generations removed from newspapering sometimes encourage shareholders to sell.

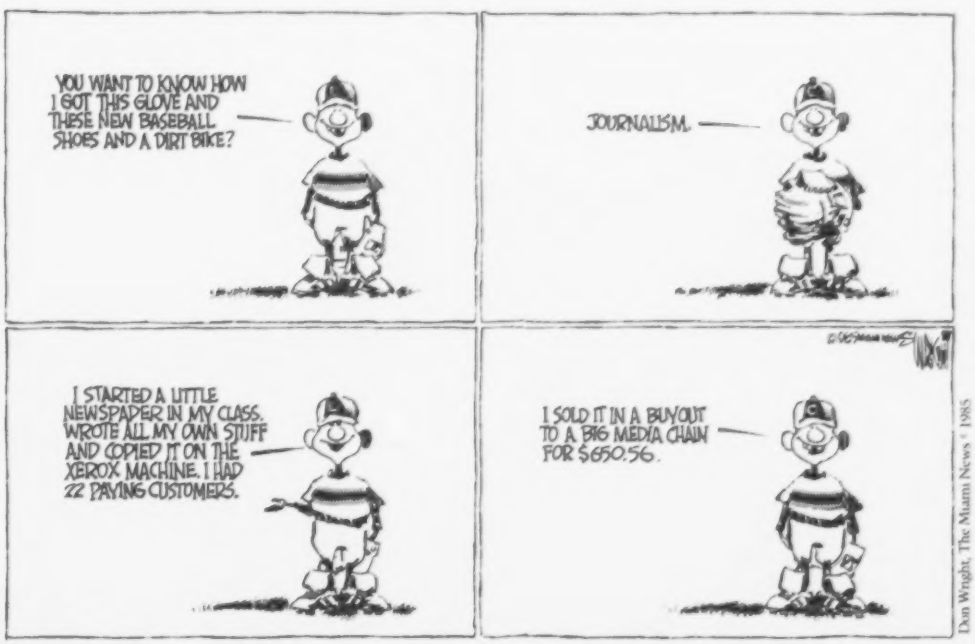
So far this year, an unhappy stockholder in Cowles Media sold his 17-percent block to The Washington Post Co. Gannett, which bought the Register and Tribune's four newspapers, also purchased the Des Moines company's 14 percent share of Cowles Media.

In Kentucky, Sallie Bingham, a member of the family that owns The Courier-Journal and The Louisville Times, has hired an investment banker to sell her 18 percent of the parent company.

At Cowles and many companies building defenses, heirs of the founding families retain majority control. Still, management and directors, who frequently include large stockholders, have been unwilling to rely solely on family dominance over a single class of stock to fend off unwanted buyers.

Many of the provisions aim at keeping control of the board of directors, often a company's most effective court of last resort.

For years, The Washington Post Co. and The New York Times Co. have had two classes of common stock. The Graham family and the Ochs trust have majority control of the class that elects a majority of the directors at the Post and Times, respectively. At Park Communications Inc., chairman Roy H. Park has an ironclad defense in his control of about 90 percent of the stock.


YOU WANT TO KNOW HOW I GOT THIS GLOVE AND THESE NEW BASEBALL SHOES AND A DIRT BIKE?
JOURNALISM.
I STARTED A LITTLE NEWSPAPER IN MY CLASS. WROTE ALL MY OWN STUFF AND COPIED IT ON THE XEROX MACHINE. I HAD 22 PAYING CUSTOMERS.
I SOLD IT IN A BUYOUT TO A BIG MEDIA CHAIN FOR $650.56.
Dan Wright, The Miami News © 1985

If a company can defeat a bid to replace directors, a buyer's only recourse is an appeal to shareholders. In most companies that own newspapers, a successful appeal requires convincing at least some of the founder's descendants to sell.

"As long as the family remains cohesive, no corporate raider can raid," says John Morton, a newspaper analyst at the brokerage firm of Lynch, Jones & Ryan in Washington, D.C. He says the defenses appearing in these companies' bylaws are security for a time when "families might not have the degree of control as now."

But even family control at Dow Jones has not prevented a lawsuit intended to stop the company from issuing the new class of stock. A major Gannett shareholder made his opposition known in

to prevent takeovers

April to then-proposed, but subsequently adopted, anti-takeover measures.

And institutional investors with fiduciary responsibilities to pension funds and bank trust departments can also be a source of opposition to anti-takeover measures.

Catherine C. Henn, corporate counsel of Affiliated Publications, says those investors are concerned about anything that can affect the stock price beyond the market's normal workings. She says the anti-takeover measures approved by Affiliated's shareholders, which include two large family trusts, were viewed as "even handed" and did not encounter "a great deal of opposition from the investment community."

Broadcasting binge. In recent months, the acquisition fever running high in other industries has spilled over into the media business, especially the broadcast side. And companies that own newspapers often own television stations—properties on a par with diamonds these days in Wall Street's view.

While newspaper purchases have occurred at a quick clip this year [presstime, April 1985, p. 10], the deals making the headlines have tended to revolve around broadcasters.

J. Kendrick Noble Jr., a media analyst at PaineWebber Inc., suggests the wave of acquisitions in the media business are "scaring people." Commenting on anti-takeover measures, he says, "Why take a chance when they don't have to? Why not shore things up while they have the chance?"

Capital Cities Communications' purchase of ABC, Turner Broadcasting's gambit to capture CBS and K. Rupert Murdoch's plunge into the U.S. broadcasting market [presstime, June 1985, p. 94] have focused on the media business the intense publicity once lavished on microelectronics and oil.

Other developments in broadcasting have included the successful bid by Cox Enterprises Inc., a family-owned newspaper company, to obtain majority control over publicly held broadcaster Cox Communications Inc.

There has also been a ruckus at Storer Communications Inc., a cable and broadcast TV firm, arising from stockholder discontent. Storer received a bid from Knight-Ridder, Scripps Howard and Tele-Communications Inc. While a top Knight-Ridder official has said the bid is "on the table," Storer appears ready to leave it there.

At Multimedia Inc. in Greenville, S.C., the offers for buying or recapitalizing the broadcasting and newspaper company have come from as near as an internal management-led group and from as far as Lorimar Inc., a California television production company.

While most of the purchases or offers have been among willing buyers and sellers, some have had unfriendly overtones, and some such as Turner's bid are outright hostile.

Such attacks are a far cry from usual dealings in the newspaper business. In acquiring newspapers, companies generally "don't make unfriendly moves on one another," analyst Morton says. The exceptions have been Dow Jones' unsolicited offer for the Register and Tribune Co. last year, and the 1976 purchase of Booth Newspapers by Newhouse Newspapers, he says.

But generally, the industry has been a fraternity, and the only bidders for newspapers have come from within, Morton says. He suggests one motive for anti-takeover defenses are fears that a corporate raider like T. Boone Pickens or a company like Mobil Oil Corp. might try to buy into the business.

The defenses. Belo President Robert W. Decherd, commenting on the adoption of anti-takeover defenses, says, "The newspaper and broadcast industries came to it a little late" compared with some other industries.

Some of the logic of boosting stock prices underlay Knight-Ridder's purchase of 3.5-million shares in recent years.

Robert F. Singleton

Belo was "sensitive to the trend" and believed it made sense to propose defenses while the company could muster the two-thirds of the shares required for approval. Some "politicking" among investors helped management "corral those shares," he says.

The strategies for fighting off unwanted buyers can range from buying back publicly traded shares to its near inverse—authorizing directors to multiply greatly the shares outstanding.

Morton says some stock buybacks can be a defensive move. But the recent purchase of shares by The Washington Post Co. and Knight-Ridder, he says, were merely good investments. And buybacks can result in higher stock prices that indirectly make companies less attractive as takeover targets.

With fewer shares outside a company's treasury, profits are spread over a smaller base. Even should profits stay flat, the per-share amount rises. One result is often a higher stock price.

Robert F. Singleton, Knight-Ridder senior vice president/finance, says some of that logic was the basis for the company's purchase of 3.5 million of its shares in recent years and the board's authorization of the buyback of 2 million more. Also, he says, the stock was bought as an investment.

In addition, Knight-Ridder recently purchased from the Knight estate 9.5-million shares, which were expected to be sold after the estate was settled. The stock was bought with a borrowed $332 million—debt that makes Knight-Ridder less tempting to a corporate raider. That was not the intent, but it was "clearly" part of the results, says Frank N. Hawkins Jr., Knight-Ridder, vice president and director

for corporate relations.

At The Washington Post Co., Martin Cohen, vice president, finance, says the purchase of Post stock was not a defensive move.

Meanwhile, Tribune Co. shareholders recently approved an amendment authorizing the tripling of the shares outstanding to 150 million. If a hostile buyer were trying to gain control, the board could issue new shares and dilute any existing stake. The company's proxy statement describing the proposal also notes that Tribune bylaws already provide for staggered terms for directors.

The Tribune Co. has noted it has no plans to issue new common stock except possibly for employee benefit plans.

Some of the other anti-takeover measures at companies owning newspapers are:

- At Affiliated Publications, shareholders last year approved staggered terms for directors and a fair price amendment.
- At Gannett, shareholders May 21 approved—in addition to a fair price amendment—staggered terms for directors.

Two days later, Gannett Chairman Allen H. Neuharth applauded the stockholders in full-page advertisements appearing in USA Today, 85 Gannett newspapers and four major metropolitan dailies.

- Dow Jones directors and shareholders have approved a new 10-vote per share class of B stock. Under the plan, existing shareholders get one share of B for every two shares of common. The new stock cannot be transferred or sold outside an owner's family group except by exchanging shares on a one-for-one basis for single-vote common.

"Newspapers and broadcasters came to (anti-takeover defenses) a little late."

As B shares are exchanged for common, the remaining B shareholders are left with greater control, says Peter G. Skinner, Dow Jones corporate general counsel. The new stock and existing common shares will be on the same footing with regard to dividends and liquidation rights. The Bancroft family now controls about 56 percent of the common stock.

Skinner says Dow Jones felt measures were needed to assure its publications' editorial independence over the long term. But some minority shareholders allege in a suit that the plan would have "an immediate negative impact on Dow stock over an extended period of time."

- At Knight-Ridder, shareholders approved this spring a fair price amendment and an end to cumulative voting. Under cumulative voting, shareholders can choose not to vote for each open directorship and instead pool votes in favor of one nominee.
- At Belo, shareholders also have approved a fair price amendment and staggered terms for directors. □

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Electronic library systems reach watershed year

BY MARCIA RUTH
presstime staff writer

On November 1, 1982, The Daily Oklahoman and Times stopped doing something begun at the turn of the century—clipping stories out of newspapers for the library.

Two years later, The Dispatch in Gilroy, Calif., decided to start a library—but not a clip file.

What they have in common—the 9,000-circulation McClatchy daily and the Oklahoma papers with a combined circulation nearly 30 times its size—is electronic libraries.

Large and small, independently and in groups, newspapers are moving out of the exploratory stage with electronic data systems [presstime, Dec. 1982, p. 4]. Whether working in-house with customized programs or tapping into nationwide networks, more and more papers are taking their libraries out of file cabinets and putting them onto hard and floppy disks.

"Nineteen-eighty-five has been a real watershed year," says Joseph D. DiMarino Jr., sales manager of VU/TEXT, a subsidiary of Knight-Ridder Newspapers Inc. "We used to spend an awful lot of time explaining what we do, but we don't have to do that anymore," says DiMarino. "People have gotten to know what a (newspaper library) system can do for them."

More than 50 papers are now using commercial systems for full-text storage and retrieval of newspaper stories. The systems operate in conjunction with the mainframe computer already editing and typesetting the paper. Such use doubled over the past year, and observers say it will more than double again in the next 12 months.

In addition, a growing number of papers have developed a variety of customized library systems by adapting existing software, while others are using personal computers to index newspaper files on microfilm, microfiche, or even in envelopes.

"It's a very dynamic situation right now," says Homer E. Martin Jr., chief librarian at The Record in Hackensack, N.J. Martin, who has prepared six reports on electronic library systems for the Newspaper Division of the Special Libraries Association since 1981, predicts "a snowball effect" from current success stories.

Operating these new systems are a new breed of librarians. About half now have degrees in library science and have computer experience, says Barbara P. Semonche, past chairman of the Newspaper Division of the Special Libraries Association. Those who were not already "pros" have "learned to be," she adds.

Librarians are no longer custodians of "morgues" where clips often vanished or became nearly illegible from use and age. Librarians have become managers, coordinating the electronic cycling of information through all departments of the newspaper.

Using the new systems, reporters are able to bring a far more comprehensive background to each story than was readily available even a few years ago, particularly on deadline. Not only can they cut research time in their own papers' files, they also have an exploding array of additional information and perspectives at their fingertips from other databases.

For example, NEXIS, the commercial database most widely used by newspapers, contains 140 publications, 14 of which are newspapers.

And as more libraries, corporations, government agencies and other institutions find it convenient to "read" on-line rather than in print, newspapers are finding the expense of electronic libraries partially offset by new sources of income.

"We're developing an awareness that information not only costs—it pays," says Semonche, head librarian of the Herald-Sun in Durham, N.C.

A growing number of newspapers have developed electronic systems.

Canadian paper first. The acknowledged pioneer in the field was The Globe and Mail of Toronto, which in 1977 installed an electronic library developed by Ottawa-based QL Systems Inc.

Several papers followed, adopting other systems with varying degrees of success. But most were not willing to risk the money and inconvenience required to experiment with still-evolving technology.

The breakthrough came in the early 1980s when Knight-Ridder turned its pilot installation of the QL system at The Philadelphia Inquirer into VU/TEXT, a subsidiary that essentially provides newspapers with electronic library systems on a service-bureau basis.

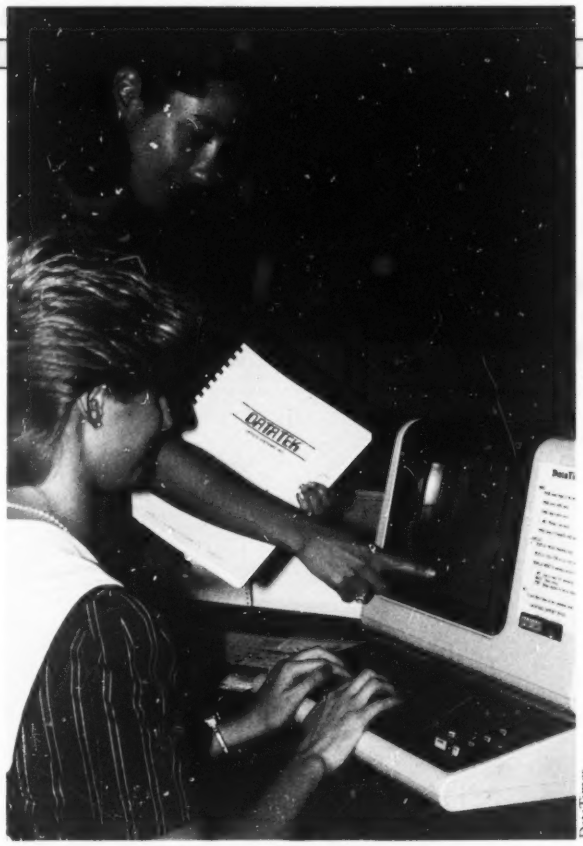
VU/TEXT currently has 18 papers on-line, primarily large, metropolitan dailies but also including the small Gilroy paper. Plans call for 32 papers to be on-line by the end of the year, and negotiations are under way with at least another 15, says DiMarino.

Another service bureau arrangement, DataTimes, now has 11 subscribers after only a year of operation. Owned by DATATEK, a subsidiary of Oklahoma Publishing Co., DataTimes also plans to more than double its subscribers in the next 12 months, says Allen W. Paschal, vice president of DATATEK. The company has exclusive rights to market the BASIS system developed by Battelle Software Products Center in Columbus, Ohio.

While purchase of a complete system may cost a large metropolitan newspaper $300,000 to $400,000, subscription through one of these service bureaus could run around $25,000 to $30,000 for the first year, increasing to $85,000 to $125,000 in the third year, because of increased storage costs.

Generally, newspapers using these systems pay for time spent tapping into their own and other databases, and get royalties for the time other subscribers tap into theirs.

"If you want to get started quick and cheap," says Martin, signing on with one



DataTimes

Newspapers get training in automated library systems.

of these service-bureau companies "avoids expensive hardware and training your own library people to run it." On the other hand, an in-house system allows "more control," says Martin of The Record, which is one of a handful of papers which already has or is in the process of installing its own QL system—the Omaha World-Tribune, The San Diego Union and Tribune, The State Journal-Register in Springfield, Ill., and The Daily Breeze in Torrance, Calif.

While papers are moving to adopt one or the other of these systems, companies marketing systems are busy developing ways to cut down the costs of storage.

At ANPA's Operations Management Conference & Exposition in New Orleans in June, DataTimes announced a new optical disk storage device that the company predicts will cut the second year's cost by half and the third year's by two-thirds. (See story, p. 34.)

"We are working under the assumption most papers would prefer to control their libraries in-house if they can get it in the right year's budget," says Paschal.

Also addressing storage costs is VU/TEXT, which is developing what it hopes will be an incentive for newspapers to stay in the system—a lower-cost option to keep on-line at the central computer in Philadelphia only the most recent three years' supply of text and an index to all previous years' texts.

The Detroit Free Press and The Miami Herald already have on-site storage.

Several newspapers are making common arrangements with the service companies. For example, the Tribune Co. announced its major papers would sign on with VU/TEXT [presstime, July 1984, p. 44]. The Gazette in Montreal is currently testing the BASIS system marketed in Canada by Infomart. The Southam Newspapers plans to adopt BASIS for at least its eight largest dailies.

"That will literally give coast-to-coast coverage in Canada," says Shirley Mooney, library manager of Pacific Press Ltd., in Vancouver, British Columbia. "That will give people a lot of scope in looking at a database. They will be able to jump from paper to paper, not just be limited to one."

Small papers, too. While larger papers and systems attract headlines, a quiet revolution is taking place among smaller papers, using available staff and technology.

"It's hamburger and potatoes, not Chateaubriand," says Paul A. Williams, systems editor at The Patriot Ledger in Quincy, Mass., describing a text-retrieval and indexing system he developed to run on the 68,000-circulation paper's Atex front-end system.

"It isn't really elegant—but it works," says Williams, a former copy editor.

Another former editorial staffer, Dorothy Newell, has spent the past year reorganizing the Ledger's existing paper files. She found the first step was establishing uniform cataloging procedures after the retirement of a long time employee who had virtually kept the whole library system in her head.

For starters, William's adaptations of Atex software will enable writers to gain access to up to six weeks of back stories on their terminals, which Newell hopes will whet the paper's appetite for more extensive full-text storage and retrieval.

And smaller papers are joining the big ones in attempting to make money by selling their databases.

In North Carolina, the Durham dailies market their monthly indexes to colleges, libraries and other institutions, and this summer they will start indexing other papers. The Durham Herald Co. also plans to market the indexing software, which can operate on an IBM personal computer with a hard disc.

Unlike the one at Quincy, the Durham system is not full-text but simply provides an efficient way to find information stored outside the mainframe system. The full text of the Durham newspapers is on microfilm, with selected stories organized by topics on microfiche.

Other small papers have made use of the advisory service provided by the SLA Newspaper Division.

"Our fight is to sensitize publishers to the fact they should provide a decent information resource for reporters, and it need not cost an arm and a leg," says Barbara Newcombe, head librarian at the Chicago Tribune. "They need not emulate The New York Times."

Charging only travel expenses, the division will send an experienced librarian to a paper seeking help. The 31,562-circulation El Paso Herald-Post recently used this service as a catalyst to convert what Managing Editor Timothy J. Gallagher describes as a "true morgue" of haphazardly filed, dog-eared envelopes into a library that is "accurate, comprehensive and current."

Herald-Post Librarian Susan E. McCarger began the index on her own IBM home computer with a $60 software program. The library will start using its own new IBM PC this month.

ANPA Foundation also sells a loose-leaf manual titled Guidelines for Newspaper Libraries.

With the electronic storage of text now reality, attention is shifting to photos.

One vendor, Advanced Imaging Devices Inc., showed equipment at the June Conference & Exposition that retrieves photographs stored on a laser disk. The $26,000 system will hold 104,000 photos on a 12-inch disk. Transferring an image onto photographic paper is accomplished with a videograph printer and takes 18 seconds.

The AIDI system is not yet in use at any newspaper libraries, however.

And until electronic storage of photographs becomes commonplace, many papers with electronic text libraries are keeping track of photographs by describing instead of storing them. For example, they may name the photographer and list the page on which the photo appeared, the article it accompanied, its wire service number and where it is currently filed at the newspaper. □

Workers' Compensation

Claims, costs on the rise

BY MARK W. INGHAM

Workers' compensation laws, originally intended to provide protection for employees injured on the job, are in transition in many states.

Experts say a number of trends bear watching—trends that promise to cost employers, including newspapers, more money:

- Many states are now allowing stress-related workers' compensation claims. Once considered an integral part of many jobs, stress is a further expansion of the definition of a compensable injury.
- In some states, employees are being allowed to sue for damages in addition to workers' compensation, despite the original intention that workers' compensation be the "exclusive remedy" for workers to receive compensation for work-related injuries.
- In a growing number of states, workers' compensation claims are being filed by youth carriers who have been injured while on their routes.

In essence, workers' compensation laws hold that employers should assume the costs of occupational disabilities without regard to any fault involved. Most companies carry insurance to cover workers' compensation claims. But in some states, in lieu of insurance, there is a state-administered fund to which employers must contribute. In recent years, the cost of providing compensation insurance for U.S. workers has exceeded $20 billion.

Very few states limit the amount or duration of workers' compensation payments, especially for total, permanent disability. Thus, the potential for enormous claims is always present.

Workers' compensation laws began to appear in the United States and Canada about the turn of the century as their economies shifted from agrarian to industrial. This led to more dangerous occupations and more injuries and deaths.

Prior to enactment of the laws, there was very little recourse for those injured or their dependents without a lengthy trial where the burden of proof rested with the employee. Even when damages were recovered, the amount was generally quite low. The picture of the family of the injured trudging off to work was enough to motivate the various states and Canadian provinces to create some type of support mechanism for the worker.

The laws, according to Samuel A. Roth of the Chamber of Commerce of the United States, include these basic objectives:

1. To provide sure, prompt and reasonable income and medical benefits to victims of work-associated accidents, *or* income benefits to their survivors, regardless of fault
2. To provide a single remedy and reduce court delays, costs and workloads arising from personal-injury litigation
3. To encourage maximum employer interest in safety and rehabilitation
4. To promote frank study of causes of accidents and to reduce preventable accidents.

Alarming trends. The original intentions of the laws have been met for the most part, experts say. Now attention is shifting to the broadening of eligible claims.

This trend, which many employers find alarming, is attributed mainly to a tendency for courts to use decisions from another state as the basis for some of their decisions, even though no two states or Canadian provinces have the same workers' compensation program.

For employers, the most costly of these broadening tendencies potentially is the stress-related claim. David W. O'Brien, a former administrative law judge with the California Workers' Compensation Appeals Board, says employers are losing virtually every workers' compensation claim involving stress. One such case involved the death of the sports editor of The Evening Times in Pawtucket, R.I. [presstime, May 1985, p. 72].

Some actions can be taken to cut the costs of providing protection.

Another trend is an erosion of "exclusive remedy" laws, which provide that if a worker is injured on the job, his or her exclusive remedy for damages is through the workers' compensation statute.

In a number of states, however, lawsuits have been filed alleging that injuries resulted from a process or machine that the employer knew, or should have known, posed a significant hazard.

Newspapers with organized labor may face additional workers' compensation costs in this area, according to Robert C. Gombar, an attorney with Venable, Baetjer & Howard in Washington, D.C. He says unions, in general, are frustrated by what they perceive to be inadequate workers' compensation awards and weak enforcement by the Reagan administration of occupational safety and health laws.

Thus, Gombar says, unions have decided to expand private damage litigation as a way to convince employers that it is not in their best interest to leave workers "unprotected." Unions also are encouraging the filing of suits by underwriting costs of litigation.

George Cohen of the AFL-CIO Industrial Union Department, who has proposed pursuing a number of selected cases, predicts that "big bucks are going to be socked against the corporations."

Although employers may find the trend toward personal-injury suits unsettling, there is good reason to believe that such cases will remain in the minority, Gombar says. He bases that opinion on the fact that the entire workers' compensation system could be undermined by serious

Ingham is personnel relations associate in the ANPA Human Resources Department.

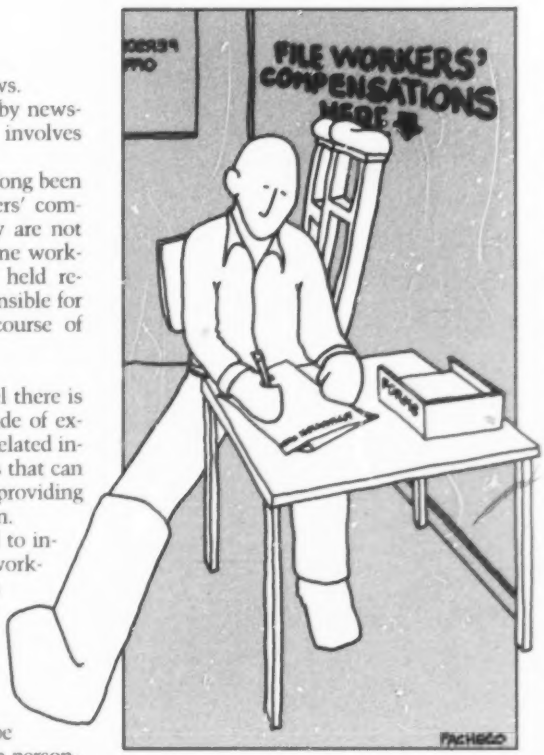
erosion of "exclusive remedy" laws.

Another trend being watched by newspapers' personnel specialists involves youth carriers.

Although youth carriers have long been regarded as exempt from workers' compensation coverage because they are not employees of the newspaper, some workers' compensation boards have held recently that newspapers are responsible for injuries carriers suffer in the course of delivering the paper.

Cost control. Employers may feel there is little they can do to stem the tide of expanding litigation involving job-related injuries, but there are some actions that can be taken to cut the costs of providing workers' compensation protection.

Because the premium charged to indemnify an employer against workers' compensation claims is based on past claims and safety standards and on a relative hazard rating of the occupation, one way to reduce costs is to reclassify employees.



For example, newspapers may be able to reclassify some production personnel to lower risk designations because of technological changes. There were many more dangers in the hot-type composing room than are found in the modern cold-type shop. Yet many state workers' compensation boards have not reclassified production workers, which means newspapers in those states are still paying to insure against the dangers of heavy machines, metal dust, molten metal, saws and chemicals.

In Ohio, where reclassification would save newspapers 61 cents per $100 of payroll, the Actuarial and Manual Update Committee of The Workers' Compensation Board has recommended that the classification be changed. As of July 1, composing room employees will be considered clerical workers for the purposes of workers' compensation premiums, according to Chuck E. Roope, an attorney with Gates, McDonald in Columbus, who was instrumental in getting the classification changed.

Louis D. Abney, business manager of The Blade in Toledo, anticipates saving approximately $30,000 per year in workers' compensation premiums as a result of the reclassification.

Ken L. Drum, executive director and secretary of the Ohio Newspaper Association, reports that the ONA now is pushing for a change in the state's classification for reporters. Although reporters in Ohio are currently in the same classification as motor-route drivers and mailroom employees, the ONA contends that a reporter's job is less hazardous.

"While many states have already made similar changes in the classification of employees, it may be well worth the time it takes to check the classification of your employees," says Patricia P. Renfroe, ANPA manager/personnel relations. She also says it is possible in some states to seek a refund for previous overpayments.

Experts say another way to reduce workers' compensation costs may be to self-insure. Under such a plan, rather than paying premiums to an insurance carrier, an employer establishes a pool and pays claims directly.

Solvency is a major consideration in self-insurance, but most, if not all, newspapers carry additional "stop-loss" insurance protection, which covers extremely high claims.

Even with such supplemental protection from an insurance company, Richard T. White, risk manager of The Washington Post Co., estimates that his company saves between $500,000 and $750,000 per year by self-insuring for its 5,000 employees.

It is not too soon to begin to monitor stress levels and high-risk individuals.

White recommends self-insurance to any company financially capable of paying claims and prepared to spend the time necessary to administer the program.

The Los Angeles Times also self-insures. Michael G. Manfro, safety and environmental affairs manager, says this enables the company to settle workers' compensation cases faster and maintain a better relationship with employees.

The Times pays a third-party administrator to handle its 800-1,000 claims per year. The administrator's offices are at the newspaper office.

Costs also may be reduced by emphasizing safety on the job. Experts say safety rules should be established, updated and enforced. It also helps to be responsive to employees' safety suggestions, notes Barbara S. Fox, employee assistance plan coordinator at The Washington Post.

And while the filing of stress-related claims is a fairly recent development, it is not too soon to begin to monitor stress levels and high-risk individuals, says ANPA's Renfroe. Periodic physical examinations may protect a newspaper from a stress-related claim, she says.

Manfro of the Los Angeles Times says co-workers and supervisors should be alert to changes in mood or behavior of staff members. Many times, while stress is to blame, it is stress generated by family and home—not by the job.

If a supervisor sees a problem that he thinks may be related to stress, he should discuss it with the employee and try to determine the source. A record of these meetings should be kept to provide support for the newspaper in the event of a claim.

Sometimes, says Manfro, the supervisor is the source of the stress. The newspaper should also monitor the number of claims coming from a particular department to see if the supervisor could be the problem.

While they did not institute it for that reason, the Post's Fox says an employee assistance program can help prevent stress-related claims by providing a counseling service to troubled employees. (More commonly, the programs deal with employees' problems with alcohol, drugs, family and finances.)

"Taking positive steps to help all employees improve their physical well-being, combined with providing assistance in coping with stress, is the best way for newspapers to proceed," Renfroe says. □

WAIVERS

Bell regionals get green light to expand into new areas

BY BARBARA J. FRIEDMAN
presstime staff writer

In the months following the 1982 consent decree that broke up AT&T, no one was sure whether the local telephone company and the local newspaper would be allies or adversaries.

About three years later, they seem to be a little of both.

While newspapers are pursuing possibilities for cooperative ventures with telephone companies, they are increasingly wary of those companies' recent efforts to get out from under some of the restrictions of the consent decree.

After the decree, there were "a lot of hard feelings between the telephone and newspaper industries," says Jane Wilson, assistant director of telecommunications affairs of ANPA.

With the newspaper business applauding in the wings, the decree put information services off limits to the seven Bell regional companies emerging from the AT&T breakup [presstime, Oct. 1982, p. 26]. But even then, the regionals and newspaper companies had common as well as divergent interests, Wilson says.

To cultivate common ground and nurture alliances, executives from the two businesses have been holding meetings and plan more. One goal is an efficient, national videotex network in which the Bell companies supply transmission lines and newspaper-owning companies provide information.

But that harmonious relationship has some jagged edges, which may have been sharpened by several regionals' plans to diversify into software services. Two of them, BellSouth and Ameritech, recently received waivers from U.S. District Judge Harold H. Greene, allowing them to enter the software business through separate subsidiaries.

The software waivers have raised questions about where the line falls between the software services regionals want to provide and the information services they are barred from offering. Three other regionals—Bell Atlantic, Pacific Telesis and Southwestern Bell Corp.—have submitted requests for similar software waivers.

ANPA Vice President/General Counsel W. Terry Maguire cautions that the software services are "coming very close to providing information services. If their (the regionals') software services cross over the line into information services, we reserve the right to object."

Katherine M. Holden, a lawyer representing ANPA in communications matters, says that "it's a wait-and-see situation" now that the waiver decisions have injected "a little doubt" as to what the decree prohibits.

A fast start. The regionals hit the ground running after divestiture in January 1984, and in recent months they have quickened that already fast pace. The companies are looking to diversify in fields as varied as real estate, equipment leasing and print media. These endeavors offer something not found in the local telephone business: unregulated profits.

The regionals are "real charged up," says Uzal H. Martz Jr., publisher of the Pottsville (Pa.) Republican and chairman of the ANPA Telecommunications Committee.

So far, Judge Greene has issued 26 waivers. He approved the first batch Dec. 14, the second March 1 and the most recent group May 24, which includes the software waivers for Ameritech and BellSouth. Another 25 proposals are before the Justice Department and Greene's U.S. District Court in Washington, D.C.

Among the waivers approved to date have been one allowing a regional to enter the print media and six allowing entry into the real estate business.

Greene signed off on a plan authorizing Pacific Telesis to enter the print media business. That plan says specifically that the company has no interest in publishing daily newspapers nor engaging in electronic publishing over its own transmission facilities.

Pending before Greene is a similar application by Southwestern Bell, which also extends to the production of newsprint. The proposal is being reviewed by the Justice Department, which makes recommendations on waiver applications to Greene.

Sorbus Inc.

A computer is probed at Sorbus Inc., a computer repair firm purchased by Bell Atlantic.

A Southwestern Bell spokesman, Walt Beiter, says it would be premature to talk about what the company might do with the waiver, although he notes Southwestern Bell has been printing directories for years—the "silver pages" aimed at the elderly as well as the standard yellow pages. Those years of printing directories, he says, offer a "base of experience . . . to grow with."

The applications to enter the real estate business have evoked a warning from one person. Michael Yourshaw, a Washington, D.C., lawyer also representing ANPA in communications matters, says "the fact that the Bell companies are getting a foot in the door (of the real estate business) is obviously significant."

Given the operating companies' resources, "Down the road you might expect to see some waiver requests" saying "now we're in the real estate business, let us set up a multiple listing service," according to Yourshaw. Such a real estate service available to personal computer owners could evolve into a competitive alternative to print classified advertising.

For their part, several Bell regionals say the intent is to manage in-house real estate and to provide moving services for their employees. Beyond that, they say, they are merely keeping the way clear for pursuing other options.

But it is the software ventures that are of the most immediate concern to Telecommunications Committee's Martz and his committee vice chairman, Newsday President Robert M. Johnson. The two are among the newspaper executives who keep a special eye on such issues.

Martz and Johnson agree the regionals and companies in the newspaper business could find themselves competing in areas that have nothing to do with electronic publishing. And both have no quarrel with the regionals' diversification so long as the companies do not trespass on the information-services ban.

With that qualification, Johnson says the regionals "should have the same freedom as any other investor. That's a competitive world out there."

Except for some of the software proposals, the regionals' moves into new fields also do not worry Thomas Pace, communications counsel for Dow Jones & Co. Expansion into areas such as leasing telecommunications equipment and buying and leasing real estate is "not really of direct concern to us," he says.

An even playing field. What does concern newspapers is the regionals' gatekeeping power over local telephone lines. That power gives the "appearance they could discriminate," Martz says. The telephone company is like someone who "owns the parking lot" and can "pick who gets in to get the best slots." Newspapers want to "make sure the playing field is even," he says.

Blanket statements are not possible about whether software services violate the information-services ban, Martz says; each case must be considered separately. He adds that computerized mapping—which would be allowed under the software waiver granted to BellSouth—gets "pretty close to electronic publishing because they're creating information."

However Martz believes the waivers Greene approved allowing BellSouth and Ameritech to provide software services through separate subsidiaries are structured so as to continue the ban on regionals' providing information services.

Newsday's Johnson says the software proposals indicate there may be "some gray areas" in the consent decree. The regionals recognize limits imposed by the order, Johnson observes, but that does "not mean they're not going to test" it to the limit.

Newspapers want to "make sure the playing field is even," Martz says.

ANPA fought for the information-services ban, arguing the regionals did not belong in a business in which they could use a monopoly position to advantage over competitors who use local phone lines. ANPA contended a merger of content and monopoly conduit could lead to less diverse sources of information available to the public.

(In addition to the perpetual ban against the regionals, the decree barred national AT&T from providing electronic publishing over its own lines for at least seven years.)

Newspapers want to safeguard the principle of diversity of information, Johnson says. "Protecting that principle would help newspapers' business interests but not any more than any other information provider."

ANPA's Maguire says the BellSouth plan to sell software through a separate subsidiary was the first waiver that raised potential questions about the diversity of information principle, and at one point ANPA requested clarification of BellSouth's intention. But he says that "a fresh assessment" by the Association has concluded the waiver does not allow BellSouth and Ameritech to enter the information-services business, but they are coming close.

Dow Jones' Pace says the waivers "could be construed as somewhat of an erosion of the information services ban." He says "many information providers are in fact software publishers," and "software can be considered a subset of information services." Pace calls it "sleight of hand to say software is not related or

Waiver process called 'cumbersome'

Like Judge Harold H. Greene's divestiture order, his guidelines on waivers reflect the policy of barring the regional Bell companies from businesses where their monopoly position would provide anti-competitive clout.

The guidelines also reflect Greene's goal that the regionals not stray far from the basic task of providing local telephone service.

A key section of the guidelines requires that the regionals pursue diversification through subsidiaries that together contribute no more than 10 percent of the holding company's estimated net revenues.

John R. Gaulding, vice president for corporate strategy at Pacific Telesis, says his company agrees with the public policy objectives of banning regionals from situations in which they could use anti-competitive advantages. But he believes regulation of the Bell regionals has gone too far. Looking at the mix and number of rules, he says an "objective observer would be left with a sense of the bizarre; none of it makes a lot of sense."

The waiver process "needs a complete overhaul," Gaulding says. It is "cumbersome at best" and imposes "another layer of regulation between us and normal business activities." He finds particularly troubling the fact that Greene is not obligated to act in what Gaulding calls "a reasonable time." Such uncertainty sits badly with potential business partners, he says.

part of the information-services industry."

From BellSouth's point of view, the waiver does not allow it to enter the information-services business, says Bill Marks, BellSouth manager of media relations. Except for observing that ban, a software subsidiary could use tariff phone lines "the way any other business could, which includes both voice and data" transmission, he says.

Three other regionals—Pacific Telesis, Bell Atlantic and Southwestern Bell—have applied for but not yet been granted software waivers. A Pacific Telesis official, John R. Gaulding, maintains that controls can be established to "quarantine" the advantage regionals have because of their gatekeeping power over the local telephone exchange system. Such a quarantine ought to satisfy the newspaper industry's concerns, Gaulding maintains. "If it doesn't, then they're being anti-competitive."

Spokesmen for some regionals stress that the companies want to build around their core of expertise in telecommunications, not expand into electronic publishing.

Newspapers and Bell companies may become allies in some ventures.

At Bell Atlantic, Brian D. Farley, assistant manager for corporate communications, says the company's "primary focus continues to be our $18-billion telephone network," but "we don't feel it will allow over an extended time sufficient growth in earnings per share." To reach that goal, "We've stuck to our knitting by diversifying into communications-related businesses," he says.

Partnerships possible. Despite tendencies in the other direction, there's a chance that newspapers and the Bell regionals will be allies in some telecommunications ventures.

Some members of the ANPA Telecommunications Committee, including Newsday's Johnson, are visiting the regionals to explore the potential for such alliances. So far, committee members have visited BellSouth, Pacific Telesis and the regional Bell Atlantic. They hope to meet with officials of Nynex this month.

Johnson says the alliances he envisions can rest on newspapers' ability to gather information and the regionals' ability to transmit it. Videotex, he says, is the "logical place" to start building such relationships.

At Bell Atlantic, spokesman Jay Grossman describes his company as being in the pipeline rather than the content business. That makes a partnership with newspapers "more likely than head knocking," he says.

While talking of alliances, Johnson cites a common concern that could make them easier to come by. That concern is AT&T.

"I think the operating companies recognize that AT&T is going to be a very major competitor of theirs in the long run," Johnson says. "They are looking for alliances to strengthen their positions as local telephone companies."

An alliance between newspapers and Bell regionals could produce nation-wide, interconnected versions of videotex services currently offered on a local basis such as Viewtron and Gateway of Knight-Ridder Newspapers and Times Mirror Co., respectively, Johnson says.

To reach that point efficiently, the two industries will have to work together to assure development of uniform standards for transmitting data among digital networks and on features such as the protocol conversion that allows videotex to reach personal computers more easily, he says.

BellSouth's request for a waiver from the Federal Communications Commission for permission to perform protocol conversion in-house was supported by ANPA and several newspaper companies with videotex services [presstime, April 1985, p. 39].

The meetings between executives from the regionals and newspapers are a chance to resolve conflicts at an early stage, Johnson says.

ANPA's Wilson says the two industries have "a fine line to walk" given their common and divergent interests. "Just because we want to be friends," she says, "we can't let down our guard." □

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WHAT'S IN A NAME?

There's a story behind each unusual newspaper name. They are drawn from a variety of sources, including nature, science, politics, business and the Bible. But some names appear to be devoid of any logic whatsoever.

BY MARNA B. P. COURSON

You can have The Declaration of Independence delivered to your home every week, you can set your schedule by Greenwich Time and maybe eat lunch with The South Fork Tines.

These are part of a huge cache of American newspapers with humorous, catchy, unusual or colorful names.

John North, founder of The Declaration, says he started the weekly in 1980 after realizing Grayson County's Independence was the only county seat in Virginia with no local newspaper. "A lot of papers were started here," North says, "and they all flopped. I needed something catchy to help it."

The South Fork (Colo.) Tines, a weekly, was given its handle as "a joke, a pun," says Cynthia Haynes, publisher. She said founder Beverly O'Rourke "thought it would be a cute name."

The Greenwich (Conn.) Time, a daily, was named in 1937 on a whim, according to area historian Marion Nicholson. Wythe Williams, editor of what was then called the Greenwich News-Graphic, was a one-time foreign correspondent who wanted a more worldly name for his newspaper.

People and politics. Many monikers apparently reflect the people the founders felt their newspapers served or their political leanings.

There are Rustlers, Eccentrics, Vindicators, Observers, Travelers, Economists, Sentinels, Patriots, ordinary Citizens, Finders, Tellers, Hillbillies, Countrymen, Watchmen, Plainsmen, Highlanders, Ramblers, Minstrels, Broadcasters, Censors, Freemen, Statesmen, Guards, Pioneers, Spokesmen, Scouts, Promoters, Guides, Southerners, Advocates, Informers, an occasional Argus, Reformers, Boosters, Expositors, Villagers, Messengers, Reporters, Spectators, Pathfinders, Monitors, Americans, Leaders, Pilots, Whigs, Jeffersonians, Republicans and Democrats.

But don't rely on a name to tell you a paper's political affiliation.

The Unterrified Democrat, a Linn, Mo., weekly, began adhering to Republican Party philosophy five years ago, says Publisher Jerry Voss, although founder Lebbeus Zevely was a Democrat.

One day during the Civil War, Zevely "stood up and had his say in the legislature, and when he sat down, someone referred to him as an 'unterrified Democrat,' " says Voss. "He named (the paper) that when he established it shortly thereafter in 1866."

> *"We've had an avalanche of questions about how the paper got this damn name."*

The name of The Stratford (Conn.) Bard is a play on the famous playwright. Nina Krause, associate editor, says the weekly was named "because of the connection with Shakespeare and the (American Shakespeare) theater here and because a bard was a singing poet."

The Bible provided the name for the weekly, The Sparta (Ga.) Ishmaelite, according to Alva Haywood, publisher. "Ishmael was a spreader of the news," Haywood says.

Marriage and a defunct political party resulted in the daily Log Cabin Democrat of Conway, Ark.

When the paper was started in 1879, founder Able F. Livingstone, a former Whig Party member, used the defunct party's log cabin symbol for the name of his publication, says Loyd Ryan, managing editor.

In 1896, J. W. Underhill purchased The Democrat, another local paper, and three years later married Minnie Robins, then owner of the Log Cabin. The papers became one in 1901.

The daily Tiller and Toiler "espoused the farmer and the philosophy of the Labor Party" when the paper was founded in Larned, Kan., in the 1880s, says Paul Zook, a local newspaper historian.

Courson, a former reporter for presstime *and for the Associated Press, is a free-lance writer in the San Francisco area.*

Heaven and earth. Phenomena of the universe and space technology also show up in newspaper names. There are Suns, Stars, a few Moons, some Comets, Meteors, Missiles and Rockets.

There even is a Metropolis Planet. Clyde Wills, managing editor, acknowledges the name is "straight out of 'Superman,' " although his is a weekly Planet, not a Daily Planet. "Back in 1971, the city of Metropolis (Ill.) officially adopted Superman, and the Metropolis News was changed to The Metropolis Planet." The figure of Superman was added to the nameplate.

Illuminating are several Lights, Spotlights, Beacons, Headlights, Luminaries, Limelights, Reflectors, Sunsets, and a daily called Today's Sunbeam, published in Salem, N.J.

Thomas Bowen, former owner and publisher, says that "Sunbeam ties into the 'Let there be light' line on the first page in the Gutenberg Bible."

More earthly are several incisive names, such as Lances, Javelins, Sickles, Arrows, Scimitars, Tomahawks and Blades.

Also represented are American Indians, including Seminoles, Calumets, Comanches and several Chiefs and Chieftains.

Equally well-represented are the bird, animal and insect kingdoms.

There are Eagles, Mavericks—as in cattle—Mascots, Wildcats, and at the top of the apian heap, The DeQueen Bee of DeQueen, Ark.

The DeQueen Bee was named by "a bunch of Nashville newspaper men when they came to establish the paper in 1897," says Publisher Ray Kimball. "They may have had a few shots of home brew."

Then there's the weekly paper in Big Bear Lake, Calif., known as The Grizzly. "In the Gold Rush days, people found a lot of grizzlies here," explains Robert Wood, publisher.

Some newspapers reflect local businesses or industries.

The Hereford (Texas) Brand fit right in with the local cattle industry when the paper was established in 1901, says publisher O. G. Nieman, who writes a column for the daily called "The Hereford Bull."

There also are The Derrick in Oil City, Pa., and the Daily Midway Driller of Taft, Calif.

Another mineral is represented by The Nome (Alaska) Nugget.

Brewery Gulch Gazette, a Bisbee, Ariz., weekly, was named after a canyon that had a brewery in the 1880s when Bisbee was an old mining camp, according to William Epler, publisher.

The Stratford bard

UNTERRIFIED DEMOCRAT

the Metropolis PLANET

THE LARAMIE DAILY Boomerang

The Hereford Brand HB

THE SOUTH FORK TIMES

The Declaration
Independence, Virginia

The GRIZZLY

THE DEQUEEN BEE

The Nome Nugget

The Payson (Ariz.) Roundup reflects the area's cattle industry.

Other oddities. Some names fit no molds.

The Laramie (Wyo.) Daily Boomerang was founded by Bill Nye in 1881, says Hope Esp, office manager. "He had a mule named Boomerang and named the paper after his mule. Mr. Nye was quite an imbiber, and his mule always got him home."

The Hawk Eye, a Burlington, Iowa, daily, was founded in 1838 by James G. Edwards, whose advocacy led to Iowa's designation as the Hawk Eye State.

The Knickerbocker News, an Albany, N.Y., daily, was given a common Dutch name in an area settled by the Dutch. However, the paper was founded by Irishman Hugh Hastings, reports Bill Dowd, managing editor.

Also in New York State, The Patent Trader of Mount Kisco, a twice-weekly publication, is named partially for the land grants or "patents" given by the British monarch in Colonial days, according to Editor Carll Tucker. Trader, he adds, was a "common, old-fashioned" name for newspapers.

A dispute spawned The Elkhart (Ind.) Truth, says Publisher Anthony Biggs.

Col. C. G. Conn, a musical band instrument manufacturer, became embroiled in a controversy in 1889 over $238 the city spent for a foundation for a Civil War monument. He distributed leaflets called "The Truth" to give his side about the monument dispute.

Several weeks later, Conn bought the local newspaper, The Sentinel, and renamed it The Truth. "So it was the truth according to C. G. Conn," Biggs notes.

Sharon Venable, news editor of The Jimplicute of Scott City, Mo., says there are two stories behind that weekly's name.

"Jimplicute is a mythical animal of Ozark folklore and is real mean and ferocious," she says.

But she believes the other story has more truth to it. "Supposedly, that came when someone was working with pie sticks—used when papers were hand set—and he dropped the sticks and the letters came out all jumbled," she says.

The Standard Laconic of Snow Hill, N.C., reflects the meaning of its name—brief, concise and to the point, as a weekly should be, reports Co-publisher Peggy Greene.

But there are problems with the name. "A lot of people can't say it right and call us 'The Standard Lunatic,' " she says.

In a region where "the drums beat out the news" there is the Bethel, Alaska, weekly, The Tundra Drums. Publisher Rosie Porter says the paper's coverage area is all tundra, "sort of the American Siberia in western Alaska."

In an area with no mountains in sight, the seemingly misnamed daily Lubbock (Texas) Avalanche-Journal was started about 70 years ago.

Folklore has it that a businessman told founder J. J. Dillon as he was preparing for initial publication that he would get "an avalanche of news," and "that's how it got it's name," says Burle Pettit, managing editor.

Speaking perhaps for many other newspaper people whose publications have an unusual name, Pettit quips, "We've had an avalanche of questions about how the paper got this damn name." □

Gulf Coast printers try newsprint made from sugar cane

BY PAUL KRUGLINSKI
presstime technical writer

Whether they know it or not, some Texas dailies have been running preprints made with sugar cane.

The newspapers have been carrying preprints made with a combination of wood pulp and the substance called bagasse, the part of sugar cane left after the juice has been extracted. Prodrill Oil Supply Co. of Houston has been selling bagasse newsprint to commercial printers in the Gulf Coast area that print advertising circulars.

"This is the first time that bagasse has been used (successfully) to produce newsprint," says Alexander F. Toth, president of Prodrill.

Previous research conducted on the so-called "sugar-cane newsprint" had not hit upon a workable formula for the mixture of bagasse and wood pulp [presstime, June 1980, p. 45].

Users of the recently developed substance say it is inferior in some ways to 100-percent wood-pulp newsprint, but its $470-per-metric-ton price (regular wood-pulp newsprint currently sells in the United States for $535 per metric ton) makes it an economical alternative for some newspaper products such as preprints. In fact, at least 34 South American newspapers are using the material for regular production.

"There are some drawbacks to it," says Ed Hoop, plant manager for Greater Houston Publishers Inc., one of the commercial printers using the bagasse newsprint. He says it has extra "toughness" that requires paper cutters to be replaced more frequently. It has less opacity and a stiffer texture due to greater density. And it causes excessive plate wear and linting.

However, Hoop reports no objections from his customers, adding, "I really can't complain because I'm saving money."

In an experiment conducted at the Sarasota (Fla.) Herald-Tribune, about 20 tons of the bagasse newsprint were used to produce a television program guide.

Argentine mill makes 200 tons of bagasse newsprint daily.

The Florida printers also encountered opacity, linting and plate-wear problems, according to Hilton J. Wilson, director of forest product operations for The New York Times Co., which owns the Sarasota paper. However, linting appeared to be the most problematic.

"Except for the linting problem, it ran fairly well," he said. "And the products made with it performed well with mailroom equipment."

Terry Keane, marketing manager for Prodrill, said the mill that produces bagasse is aware of the problems and is improving the newsprint's opacity.

Opacity problems were the reason Prodrill began its marketing efforts with commercial printers rather than with newspapers. "We wanted to start out with the smaller printers," she says, "and work out any problems there first."

The newsprint is produced in a mill located in Tucuman, in Argentina's subtropical area 750 miles northwest of Buenos Aires. The plant has been producing newsprint at a rate of 200 metric tons a day, using a technology originally developed in Mexico, according to a report by the Associated Press. The mill's potential capacity is 110,000 tons per year.

Its owner, Papel del Tucuman, shares the Argentine market with Papel Prensa, another mill located near Buenos Aires, which uses pulp obtained from the large forests of Argentina to produce newsprint by traditional methods. Because both mills satisfy local demand, Papel del Tucuman recently began exporting about 1,400 metric tons of surplus newsprint, containing 65 to 80 percent bagasse, to the United States, the Far East and Latin America.

Enrique J. Martinez, a spokesman for Bridas, the majority stockholder of Papel del Tucuman, says exports to Latin America have encountered financial obstacles. That regional market is "marginal and easily captured by dumping exporters" from other parts of the world.

However, Martinez says there is "optimism about the possibilities to penetrate the American market."

Martinez adds that the plant has demonstrated "that we can produce quality newsprint with a different raw material." At the same time, paper-making gives new uses to byproducts of the sugar cane industry that is "threatened in the world markets by competition from artificial sweeteners."

Papel del Tucuman was incorporated in 1979 with 95 percent of its capital from Bridas, a private firm, and the rest from 80 Argentine newspapers.

The $320-million mill has been promoted by the Argentine government to diversify the sugar industry in Tucuman.

Bagasse is not the only wood-pulp substitute being developed for newsprint. Kenaf, an annual, fibrous plant that grows well in tropical or subtropical climates, has been the subject of considerable research and testing in recent years.

Whatever the quality differences that exist between the two as newsprint supplements—and newsprint experts say there are many—it seems clear that bagasse has sprung ahead of its rival in one key aspect: It is being used today in newspapers, whereas the first attempt to produce newsprint from kenaf on a full-scale commercial basis is only now being planned [presstime, March 1985, p. 63]. □

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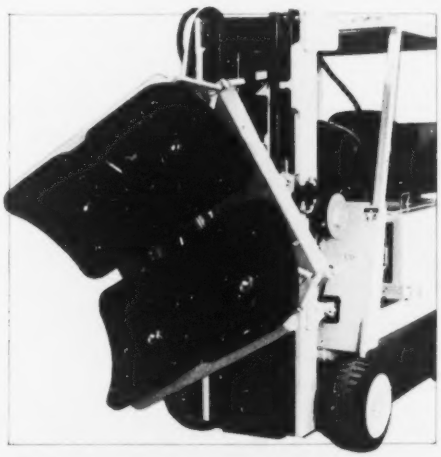

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The battle for press freedom rages in the Philippines

BY JOAQUIN P. ROCES

Let me stress that I was just one of the candle-bearers—that there were others who trudged up that dark, lonely road in what was then a flickering crusade to restore press freedom in the Philippines. Some died along the way, brutally snatched, tortured and then killed, with nary a word from the authorities as to why their lives ended so gruesomely and by whom.

There were and are those of us, like myself, who journeyed in and out of prisons, apprehensive—even fearful—that each approaching minute would bring the pistol shot or the machine-gun burst that would snuff out our lives. I must also mention the courage of our families who bore their suffering with dignity, refusing to bend a knee to the dictatorship, even as we along the road could promise them nothing but the luster of our principles.

And so the question begs to be asked: Why did we venture on that lonely road?

The first answer is that we loved press freedom so much. When we lost it 13 years ago—when martial rule descended on our country—we knew we could never live with the dictatorship.

At that time, we were told, even by some well-meaning friends, that the dictatorship was good for the country. We were told that as a people, we were pleasure-loving and undisciplined, filling our cup to the brim with wine, song and fiesta. And so we needed a "Leader Maxima," a saviour, a strong-willed father figure who knew what was good for his children, who consequently would guide us to the promised land.

These were words we wanted to believe. And for a time, we awaited the kind of statesmanlike action that we felt was long due to deliver our country from the millenial problems of Third World underdevelopment. As it turned out, the words were never matched by deeds. The loss of press freedom, particularly for me, was too steep, too costly a price to pay for authoritarian rule.

Gradually, we moved out of the mainstream—just half a handful of us then to take up the fight for the restoration of press freedom. At the beginning, it looked like a hopeless, helpless, forlorn fight. To paraphrase an apt expression: We were the sardines battling the shark. To quote another apt expression, current at the time: Our cause for press freedom was doomed from the outset because the country was inhabited by 45 million cowards and one tyrant.

Joaquin P. Roces

But let me not exaggerate. My countrymen were and are not cowards. If they were or are to be faulted, they had infinite patience, an almost infinite capacity for suffering, like our country's work animal, the carabao or water buffalo.

But even the carabao has its limits under agonizing yoke. And when those limits were reached with the 1983 assassination of opposition leader Benigno Aquino, my countrymen started breaking their chains.

The battle is far from won. Aquino's brutal murder so shocked the national conscience that hundreds f thousands, even millions, stormed the streets in grief and anger. These spontaneous outbursts of popular indignation gave our crusade for press freedom a tremendous boost. We exchanged our little candles for torches. Where before we were a mere handful, we grew into a little army. And now we can march in full song.

But I cannot say we are marching in full stride. There are still a hundred battles to be won, a hundred valleys to storm and a hundred peaks to scale. We *have* gained substantial beachheads. A number of opposition publications have already sprouted in my country, and I'm terribly proud of them because they not only have daring and conviction but the brains to match. Some opposition journalists have been done in or salvaged—the term used in my country to snatch and kill—either by the military or their cohorts. But the salvaging has only served to encourage the opposition media to redouble the ardor of their crusade for press freedom.

There is also the daily dangling of Damocles swords over their heads, because at any time the government can padlock the press and bundle opposition journalists to prison or the firing squad. The president of the Philippines enjoys extraordinary powers, for example, he can order the arrest, imprisonment or execution of any Filipino citizen without due process of law.

The enemy remains strong. Almost daily, at least weekly, we who crusade in the streets are accosted by every imaginable weapon of coercion and even terror, from smoke bombs to tear gas grenades to truncheons to water hoses to bullets. During the times we try to march to Malacanang Palace, the presidential residence, armed only with our courage and our conviction that press freedom must eventually prevail, the full might of the enemy bars our route.

All we seek is peaceful assembly and the airing of our legitimate grievances. But we are treated like an invading army by uniformed men massed and trained to maim, cripple, destroy and kill if we as much dare to cross the line they say we cannot trespass.

And so we must continue to march. Years ago it was terribly lonely when we were few. Now that our numbers have increased, we have taken heart. I personally am optimistic that one day, perhaps not far off, our struggle for press freedom will bear fruit. □

Roces, former publisher of The Manila Times, received the Golden Pen of Freedom award at the May congress of the International Federation of Newspaper Publishers [presstime, June 1985, p. 58]. *This essay is adapted from his acceptance speech.*

J. A. Riggs Jr., Ralph S. Roth

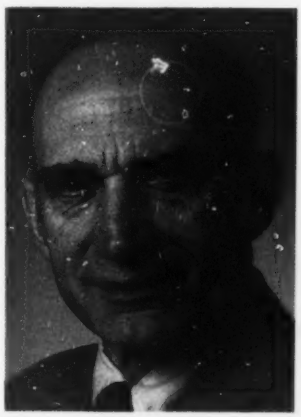
Production executives have divergent views on the future of press technology

BY PAUL KRUGLINSKI
presstime technical writer

Anyone attending the May ANPA Convention in Miami Beach got a treat if they were party to the clinic on "Research and Development—What's New?" The session on the state-of-the-art in newspaper technology turned into a friendly debate on the advantages and disadvantages of the offset and flexographic printing processes [presstime, June 1985, p. 43]. The debaters were J.A. (Andy) Riggs Jr., senior vice president/operations for The New York Times and a proponent of offset printing, and Ralph S. Roth, vice president/production for Knight-Ridder Newspapers Inc. and—thus far at least— a believer in still-experimental newspaper flexography.

While neither executive could be called "spokesman" for the respective press technologies, both have been vocal in their opinions about offset and flexography.

The 58-year-old Roth has been characterized as a congenial, soft-spoken diplomat. While he is opinionated, according to newspaper executives who have worked with him, "he's not a bull-in-the-china-shop person." He is cautious in his approach to new ideas, one observer says, "but he doesn't often deviate from his views once they are established."



J. A. Riggs Jr.

Ralph S. Roth

The 51-year-old Riggs is described as a tough, demanding executive who strives for perfection. He is opinionated, executives say, and expresses those opinions candidly. While some newspaper people characterize Riggs as a "traditionalist," they also point out that he was the first to transform a large, metropolitan daily to offset through the conversion of existing letterpress units.

As managers, both men hold the top executive positions for production at their respective newspaper groups. They also share academic backgrounds in both engineering and business administration. However, similarities end there.

Roth is viewed as a consummate manager, with deep roots in the newspaper business.

After graduating from Dartmouth College in 1949 and a brief stint as a sales manager with Mergenthaler Linotype Co., he joined Ridder Publications as assistant production manager at the St. Paul Pioneer Press and Dispatch in 1957. Later, he became business manager and eventually president and publisher of the Grand Forks [N.D.] Herald. Roth became director of production of Ridder Publications in 1972 and president of the Detroit Free Press in 1977. He has held his current position since 1979.

Riggs, on the other hand, has been characterized as a "hands on" manager who likes to involve himself in details of production and manages because "he has to." He also spent a much longer time working for a newspaper supplier.

The Riggs name is almost synonymous with press technology. His great-grandfather, Joseph Walser, along with the Goss brothers, founded the Goss Co., predecessor of the Graphic Systems Division of Rockwell International Corp. His father, Joseph A. Riggs, was one of the last chairmen of Goss before Rockwell acquired it.

After graduating from North Carolina State University and receiving a master's in business administration from the University of Chicago, Riggs followed the family's tradition at Goss. From a position in sales in 1960, he moved through the ranks to become vice president of marketing in 1968 and vice president and general manager of the commercial press division in 1971. Three years later, he left Rockwell to go into business for himself, and in 1976, he joined The New York Times as assistant to the general manager. After several interim appointments, he was named to his current position in 1981.

While many newspapermen have enumerated the pros and cons of the two press technologies countless times, few have addressed the long-term effects of this tug-of-war. Can offset and flexo coexist? What newspapers stand to gain the most from each printing process?

Interestingly, both Roth and Riggs see a place for the two printing processes within the business. And yet they doubt that a particular newspaper will choose both types of presses for its plant. "I don't see any newspaper committing to both," Roth says. "If Knight-Ridder is going to achieve its quality objectives, it's going to have to make a decision [between the two technologies]."

The two disagree, though, on the effect the competing technologies have had on press manufacturers.

"The press manufacturers have a hell of a problem," says Roth, adding that the potential of flexography forced the newspaper press vendors to pursue research into a process that until recently was used primarily in printing on cardboard boxes. "Some research and development resources had to be diverted from offset."

Disagreeing, Riggs believes that experimental flexo projects such as the one Goss is conducting with The Washington Post are diverting minimal resources, and that work on keyless offset technology is consuming more. The Times' executive also believes that if flexo were to prove itself, the marketing strategies of the press manufacturers would not be altered.

"So much of a printing press is common equipment that it really doesn't make a difference" which technology a newspaper chooses, says Riggs.

Regardless of the outcome of the competition, the press technology of the future may be a combination. Riggs, in particular, believes advances in keyless offset may eventually negate the differences between offset and flexo.

"The Burlington County Times [in Willingboro, N.J.] is running like gangbusters," Riggs says of the ANPA experiment in anilox offset printing. "We're very satisfied with the results."

Roth adds that the research with flexography and keyless offset may create a "win-win situation for newspapers." □

"Those who would deny freedom to others deserve it not for themselves, and, under a just God, cannot long retain it."

Abraham Lincoln, 1859

Although Lincoln's eloquent words addressed the tragic contradiction of human slavery, they apply universally where one entity is unjustly restrained or restricted solely for the benefit of another.

For almost 100 years, America's railroads were bound in servitude to various special interests, and stifling federal regulations prohibited the railroads from competing freely in the marketplace. With little hope for an equitable return on investment, railroads deteriorated. Lacking the freedom to conduct business in a reasonable manner, many became insolvent.

In 1980, the Staggers Rail Act lifted some of the more crippling regulations. Today, after heavy investments in equipment and repair, railroads are providing the type of service the nation needs. In areas where trains once lurched and swayed at 10 mph, they now roll smoothly at 70. Where bankruptcy was once a widespread threat, financial health is slowly becoming a reality. Suffocating regulatory red tape has been replaced by marketing initiatives and innovative services.

The vast majority of rail customers appreciate the benefits of a solvent and competitive rail system. A recent study shows that 87% of rail customers surveyed believe that railroads should continue to compete in an open market. And no wonder: Rail rates were increasing twice as fast before Staggers as they are now.

Yet certain special interests, masquerading as a consumer group, are trying to persuade Congress to modify the Staggers Act, to again force the nation's railroads into economic involuntary servitude.

For more information, write: Freedom of Choice, Dept. 517 , Association of American Railroads, 1920 L Street, N.W., Washington, DC 20036. Or if you're on a deadline, call us at (202) 835-9550 or 9555.

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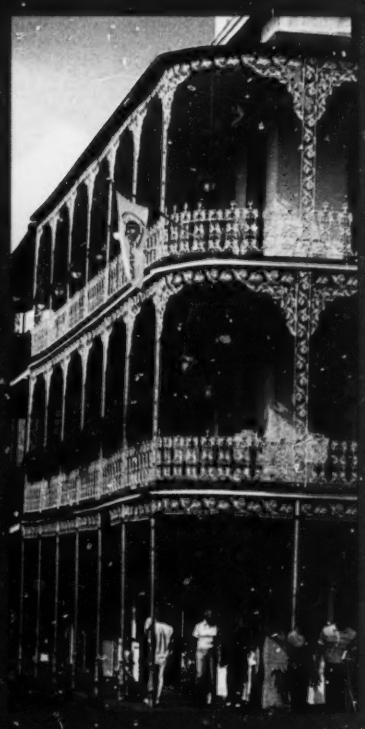
COUNT DOWN '85-'88



If there was any doubt that electronics are as synonymous with newspaper production as ink and newsprint, it was put to rest at the 57th Annual Operations Management Conference & Exposition.

"Countdown '90s, Demand$-Decision$-Direction$," was replete with examples of how electronics—mainly computer-based equipment—is making the complete circuit in print media, especially in the prepress arena.

As OMC&E Arrangements Committee Chairman Joseph M. Ungaro noted, the 1985 show proved that "this will be the decade of pagination and graphics manipulation."

Riding the crest of the electronics wave are personal computers. PCs, which can be purchased off the shelf in thousands of computer and department stores, increasingly are being linked in "networks" to perform many newspaper functions. "They will do the whole gamut," one speaker said.

But some issues are not so clear-cut. For example, there was debate over the relative merits of offset versus flexography. Some press manufacturers are betting that offset will continue its domination of the newspaper market into the 1990s, while others are taking a more enthusiastic approach toward emerging flexo technology.

The Conference also was a time for confronting some more immediate concerns. Thurman R. Pierce Jr. of J. Walter Thompson Co. warned that newspapers' apparent gains in ad revenue are, more than anything else, the result of rate increases. If newspapers don't shape up, he said, "You'll wake up one day to find another medium is now number one. . . ."

The backdrop for it all was one of the most famous cities in the world: New Orleans, with its flashy French Quarter, legendary jazz, Mississippi River setting, and unequaled Creole and Cajun cuisine.

This year's gathering was ANPA's first technical conference in the 267-year-old Crescent City since 1973, and it was the 98-year-old Association's first major meeting there since 1975, when for the first time the annual Convention was held outside New York City.

Although the 1985 Conference did not shatter attendance records of previous years, with 1985 registration of 10,054 newspaper employees, suppliers and others, it was a record-breaker in other respects. An unprecedented 242 vendors occupied the biggest-ever amount of net exhibit space, 265,000 square feet. From that standpoint, the show was 10-percent bigger than the 1984 Exposition in Atlanta.

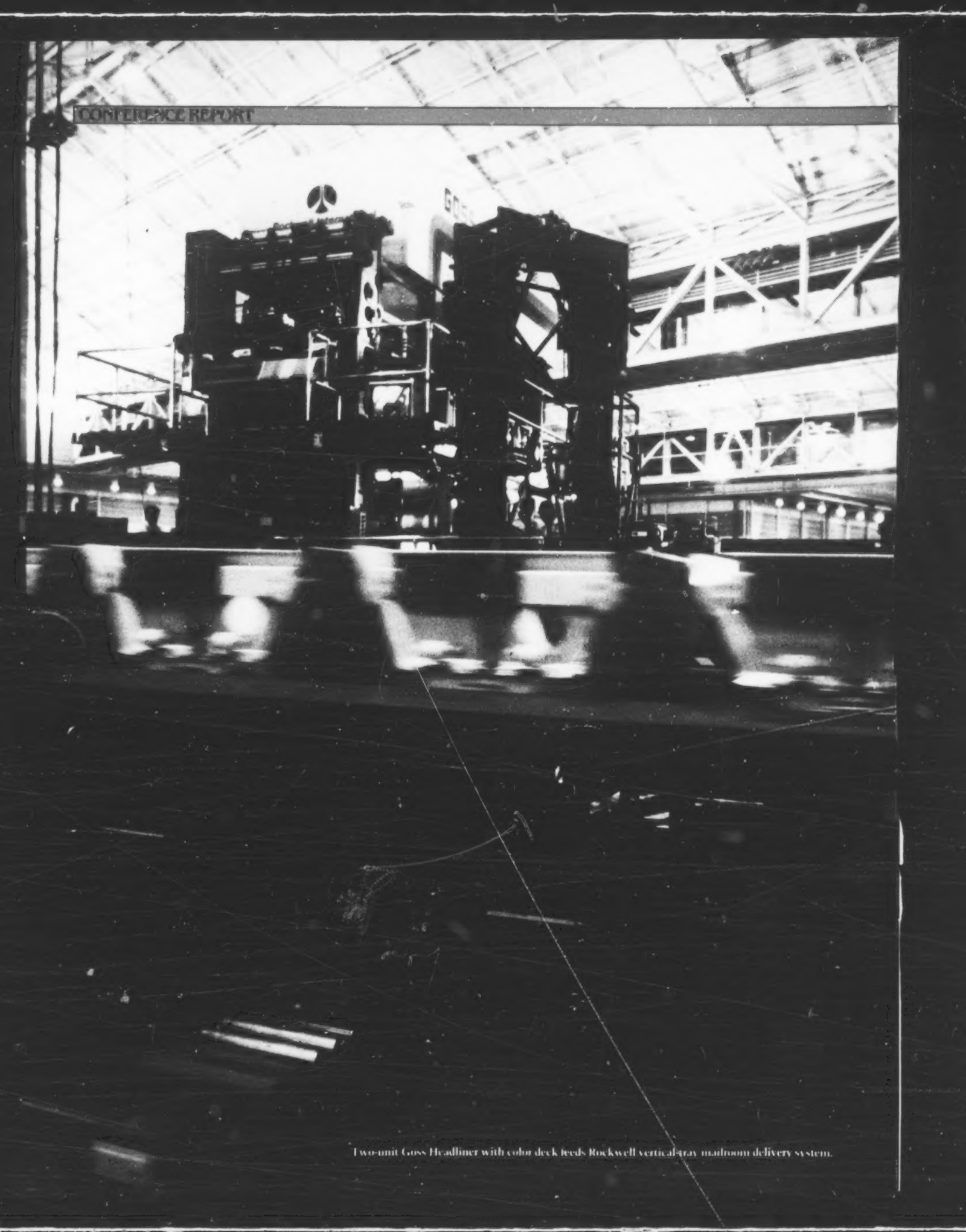
The New Orleans Convention Center, which housed several pavilions of the 1984 World's Fair, is ranked as the eighth-largest convention center in the United States. However, the ANPA show was so large that it filled that building and the smaller Rivergate Exhibition Center three blocks away.

There are plans to expand the New Orleans Convention Center by another 300,000 square feet, and convention center officials say that work could be finished by 1989—the year the Conference & Exposition returns there.

At the rate the ANPA show is growing each year, it will be needed.

In a fashion, that growth is reflective of the health of the newspaper industry overall.

And the 1985 event was perhaps best summarized by ANPA Chairman and President Richard J.V. Johnson, who noted that the newspaper business in recent years dealt successfully with stiff challenges. Now, he said, with the countdown to the '90s under way, newspapers are "stronger, more progressive and more productive than ever." □



Two-unit Goss Headliner with color deck feeds Rockwell vertical-tray mailroom delivery system.

It was a year to make good on many old promises

BY PAUL KRUGLINSKI
pressTime technical writer

All things in due time. That adage seemed to be the unofficial, underlying theme of the equipment exhibits at this year's Operations Management Conference & Exposition.

There were technological advancements on all fronts, as a record 242 vendors displayed their products in exhibits that consumed 265,000 square feet, also an all-time high, of the Rivergate Exhibition Center and the New Orleans Convention Center.

Although newspaper-technology experts said the advancements were not of a seismic nature, attendees were pleasantly surprised by the multitude of new applications of existing technologies. There was a feeling that many promises, some very old ones, were finally nearing reality—that many vendors are close to assembling all the dislocated pieces of longstanding newspaper dreams.

This was particularly true in two areas: manipulating graphics and color pictures, and basing advanced newspaper systems on personal computers.

In addition, almost all pagination vendors had intricate, interactive demonstrations in which text and graphics were merged and recorded on film or plate.

Vendors of various products expressed general satisfaction with the show and the responses to their exhibits. Many remarked favorably on the "quality" of the attendees. "The people that were here were genuinely interested and valid prospects," observed Frank Fleming, international product manager for King Press Corp. "I've been coming to ANPA for years. This may be one of the slowest shows, but it may be one of the best from a business perspective."

Some veteran Exposition-goers attributed the perceived lighter-than-usual traffic to the fact that for the first time the show was held in two different buildings, which were three blocks apart.

Looking on the brighter side, a number of vendors said the constant flow of people back and forth between the halls served to open up the aisles of the Exposition floors, enabling them to market their wares on a more personal level and allowing newspaper people to gather information more selectively.

Newspaper registrants offered another reason for the crowd spread. Many believed the myriad new products and demonstrations forced attendees to divide their attention among a greater number of exhibits, according to Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc. and chairman of the OMC&E Arrangements Committee.

"The larger number of exhibits (this year) gave people more to see," he said, "and there was a lot more to see that people wanted to see."

While the Exposition had many press and mailroom vendors occupying a large portion of the floors, Ungaro said "there were no dramatic breakthroughs or significant changes" in these areas. "The real news of the Exposition was the significant progress in pagination and graphics. It shows this will be the decade of pagination and graphics manipulation."

Ungaro, whose newspapers were the first to implement pagination in early 1981, likened the current era for pagination and electronic prepress equipment to that of 1975 for front-end systems, when vendors were at the point of solving most major problems.

"We went through three or four years of promises," he said. "Now, we're starting to see reality. That's the striking thing about this show. Newspapers want to see this thing (pagination and graphics manipulation) pulled together, and the vendors are beginning to do it."

Pagination and front-end systems.

Several systems vendors took the opportunity at New Orleans to jump on the pagination bandwagon. Also, those already aboard conducted demonstrations of graphics manipulation as arabesque as French Quarter ironwork.

Continuing a trend that began three years ago, nearly all the demonstrations included equipment not made or marketed by the vendor showing the system. The consensus remains that no one vendor has the complete pagination system, yet the ideal system seems nearer.

Autologic Inc. introduced and demonstrated its new family of Page Image Processors, the APS 55/200, 300, 400, 500 and 800. The firm said the devices link existing front ends and several image recorders, can store 50 to 1,500 fonts on-line, and have the ability to record graphics and text. The APS 55/800 was designed specifically to build and record full newspaper pages.

The firm also demonstrated the APPS-1 pagination system. It employed an ImagiTex scanner scanning line art and continuous tone ("contone") pictures. Images were recorded on plate, negative film and phototypesetting paper. The system also dummied pages using a new electronic page makeup system that has some display ad makeup capabilities.

Hastech Inc. had many new product demonstrations, including the Layout Magician dummying terminal, which employs the advanced Motorola 68000 chip and which can

Web Press Inc. exhibited tandem press line that prints a single product.

be used as both an editorial and classified terminal. Also demonstrated was a new central processing unit, based on the new Digital Equipment J-11 chip, which drove NewsPro and AdPro pagination terminals and new and old Magician terminals.

Xenotron Inc. demonstrated its "entry level" CPU that accommodated two AdMaster workstations. The firm said the device supports up to eight workstations.

The ArtMaster workstation, introduced last year, has undergone substantial hardware and software improvement. Line art and continuous-tone art were scanned into it and recorded on a Monotype Lasercomp imagesetter. Among the improvements were data compression, which allows graphics manipulation instantaneously, a higher resolution monitor and cartridge-tape backup for storing graphics.

Information International Inc. demonstrated its 4500 Display Ad Makeup workstation, which included increased graphics and text-composition capabilities and the ability to rotate type and graphics at one-tenth of a degree.

Teragon Systems Inc., formerly Liber Systems, demonstrated significantly enhanced graphics capabilities, particularly adjustable tints, for its pagination system.

Harris Corp. had an interactive demonstration of its 8300 PLS system for text, news and advertising layout, and for image processing. The firm scanned graphics into the system with an ImagiTex scanner and recorded full pages on a Lasercomp imagesetter. The firm also demonstrated a new editorial front end.

Cybergraphics Systems Inc. added its CGS 300 graphics workstation to the company's pagination demonstration. Part of the demonstration included using an Autokon 720 scanner to digitize line art and contones into the 300.

The firm also demonstrated a prototype CPU, based on the new J-11 chip, that houses 160 megabytes of redundant disk storage and supports 16 terminals. Images were recorded on a DRS laser printer and on Lasercomp and Linotron 202 imagesetters.

System Integrators Inc. joined the pagination parade, bringing to the show a "pagination lab" that included a new graphics subsystem and a static display of a plasma screen—a thin terminal with an orange-on-black display.

The company demonstrated its new Coyote MB workstation, a terminal with one megabyte of random-access-memory, headline-fitting capability and a hyphenation dictionary. Also introduced and demonstrated was the new System/25, an editorial and classified system using much of System/55 software but targeted for newspapers with circulations under 50,000. Part of the demonstration included a new Dakota data-entry terminal.

Composition Systems Inc. introduced and demonstrated components of its future pagination system: Expert Shape Up, a press configuration, plating and webbing package, and Expert Dummy, an electronic text and ad-layout system.

Atex Inc. demonstrated a new version of its editorial layout system that allows simultaneous viewing of two non-consecutive pages, standard and custom versions of its Integrated Advertising System, its Integrated Publishing System for magazine layout, and a display advertising package that is still under development. The firm also showed an advanced editorial terminal and a two-way telecommunications package for personal computers.

Mycro-Tek demonstrated its Mycro-Comp 550 editorial and classified front end. The system was used to enter text for the Adtouch display advertising terminal. Output was on a Titus plain-paper laser printer using 60-pound coated paper that can be waxed. Also demonstrated were improvements to the 1100 Plus system including spelling-check capability, horizontal scrolling and a split screen.

Peter C. Power of Power Strap points out features to Charles E. Blakely (right) and John R. Aldridge of Guide Newspapers, Gretna, La.

Teleram Communications Corp. showed its new Star Link clustered editorial system based on the Unix local area network. The system uses the firm's lap portable computers but could be used with other PCs.

CText Inc. demonstrated its new System II, a software duplicate of the IBM PC-based System IV editorial front end. The new system uses the firm's own PCs, which cost 25 percent less than IBM's. The new software demonstrated included user-definable file directories, previous-/next file retrieval, headline fitting, text editing and tracking, and faster hyphenation and justification. A PC preview terminal was shown that allows operators to view text and ads prior to typesetting. A working classifed system was demonstrated, and all systems offered redundant data storage.

King Systems International Ltd, a new vendor to the show, demonstrated an editorial bureau system using a Megadata (MS-DOS) personal computer. The firm also demonstrated a Unix-based central processor that allows 16 terminals to be used in a local area network.

Concept Publishing Co. demonstrated its Newsset editorial package running on Apple IIe PCs with on-screen hyphenation and justification, enhanced search and replace, and user-defined directories. The firm also demonstrated its new Adnet classified program with accounts receivable that schedules ads for multiple publications and automatically updates rate changes and does billing. In addition, there was a demonstration of a Macintosh PC as display ad makeup terminal; text and ads were set on a LaserWriter.

Bestinfo, another new exhibitor, demonstrated its Superpage pagination package running on an IBM PC AT and recording on a Linotron 101 imagesetter.

Xitron demonstrated its XM-16 "electronic softswitch," a controller that links front ends, wire-service receivers, other computers and storage devices. The firm also ran the Turbo X editorial and classified system.

Xeta demonstrated a new keyboard that can be used with Atex terminals and most MS-DOS personal computers. The firm introduced a one-megabyte expansion board for Atex front ends, an Atex-compatible amber or green monitor, a high-resolution replacement monitor for Atex terminals, and an 80-megabyte hard disk drive that has a faster data-access speed and consumes less energy than the drives it replaces.

Newspaper Electronics Corp. demonstrated the SORD IS-11C lap portable computer. The device's liquid crystal display showed 25 lines with 80 characters each, and the unit comes with 80 kilobytes of RAM and 128K of cassette data storage. Other features include text manipulation, search-and-replace, a calculator,

a calendar, a notebook and a telephone directory. The firm is selling the device with word processing, a telecommunication program, an eight-hour built-in battery, a 300-baud modem and auto answering.

The firm also demonstrated a controller for personal computers that links wire-service receivers, printers, typesetters and other computers.

Titus demonstrated a lap PC similar to the SORD but with 64K of RAM and 360K of 3½-inch disk storage, along with a transportable PC using the same software. Titus also demonstrated several plain-paper typesetters, a Sword 8 PC-based front end and a local area network the firm said will support up to 64 terminals.

Switch & Mux showed its Newsline 200 portable front end, which uses the new Tandy 200 lap computer. Along with a battery pack, modem and cassette storage, the device comes with a one-step telecommunications package and six Tandy programs. The firm also demonstrated a telecommunications package that allows an Apple IIe to transmit and receive stories from 10 different front ends.

Digital Technology International, a first-time exhibitor, demonstrated an editorial and classified system, running on a Molecular computer, that also included a number of business packages. The firm said the system is the only one that combines composition and business programs on one system.

Publishers Data Systems Inc. showed the Tandy model 1000 personal computer as a text-entry terminal for its front-end system.

Electronic prepress.

The electronic prepress exhibitors drew attention on two fronts: electronic color separation and digital graphics manipulation.

Hell Graphics Systems Inc., formerly HCM Graphic Systems, showed three models of its color scanner line, including the new Colt 100 "entry level" laser scanner, with achromatic color removal and dot generation. Hell demonstrated its new Laser Set LS-210 imagesetter which can record text and graphics either as a facsimile writer or as an output device from a front-end system. SII said the LS-210 would be the imagesetter for its pagination system.

Of particular interest was the demonstration of Hell's News Plan Station, a color manipulation system similar to the Chromacom, using images frozen from a video camera to produce color pictures.

SII's Fred Brauer (right) explains plasma screen to Rudolf Knepper (left) and Heinrich Meyer of Axel Springer Publications, Hamburg, West Germany.

Teragon's portable, monotone scanner

Images captured on the system were cropped, rotated, enhanced or distorted.

Royal Zenith Corp.'s demonstration of the new 200-S scanner with the new color preview monitor drew large crowds because it was the only scanner on the floor producing separations. The system used a Kodak Ultratec processor and Dupont film and chemistry. The system's operators corrected color and tones, removed achromatic colors, calculated dot gain and matched separations to various newsprint colors.

Royal Zenith also demonstrated the new RZ200 AC-Autocut automatic mask cutter and layout design system, which was used to create graphs, maps, page layouts, and various geometric and free-hand designs.

Scitex America Corp. used an interactive demonstration to introduce its new Raystar Laser Imager, an imagesetter with a 17½-by-25-inch format scanning at 2,000 lines per inch and producing screens of 65 to 150 lpi. The demonstration included a Xenotron PageMaster workstation generating the text and page layout, and a Response system producing the color separations and driving the Raystar. Both text and separation were merged onto four pieces of negative film.

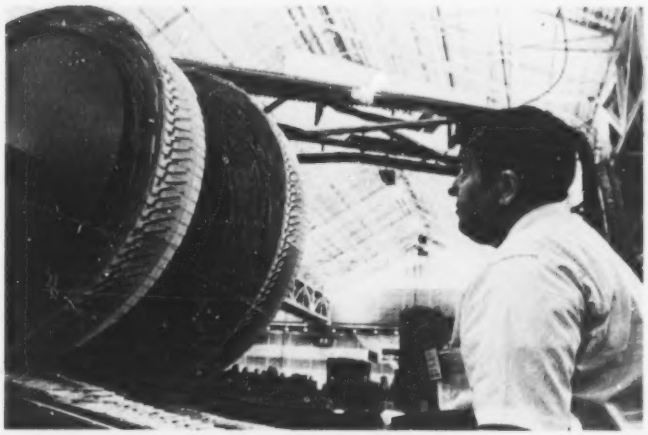
Scitex also demonstrated its Satlight transportable scanner, linked to an ECRM Autokon 8400 monotone scanner, and the Response 500 system that had both page layout and design capabilities.

DS America Inc. showed the SG 608 dot-generation scanner, the new SG 101 light-emitting-diode scanner with dot generation and text-handling capabilities, and its new line of lithographic and rapid-access film processors. The firm also demonstrated its Rollmatic 490 same-size camera/processor.

Crosfield Electronics Inc. showed five

scanners, including these: the Magnascan 530, an entry-level contact-screen scanner; the dot-generating Magnascan 610E; the dot-generating and achromatic-color-removing Magnascan 635E; and the new Datrax 765 direct-to-plate or film output recorder.

Among Crosfield's demonstrations were CPU-to-plate using a Xenotron PageMaster workstation producing pages on a Datrax imagesetter with a Monotype raster image processor, the off-line Scanset computer system for analyzing transparencies and setting scanner values, a Studio 820 color assembly system, the Scanscale system for sizing and angling artwork prior to scanning, a Scanview 600 system for receiving images from a Magnascan 645I scanner, and a Studio 865 color page-composition system manipulating both text and graphics.



Richard A. Blom of Lee Enterprises studies Muller-Martini stacker.

Isomet Corp., a new vendor at the show, displayed the PDI 355 and the PDI 155C color scanners. Both offer dot generation and achromatic color removal.

Eikonix, another new exhibitor, shared a booth with Eastman Kodak, which purchased the firm recently, and was located next to Atex, another Kodak company. Eikonix demonstrated its color separation system that digitizes color pictures that can then be brought up on a monitor and manipulated.

Chemco Photoproducts Co. recorded full pages with its News-Scan 1000 imagesetter using a Camex graphic subsystem. Also demonstrated was an enhanced CAPS, or computer aided prescan system, that evaluates transparencies and reflective copy prior to scanning.

ECRM had more of its equipment at other vendors' booth than its own. The firm demonstrated its new Autokon 1000 scanner/recorder, the Autokon 2000 input scanner and the ECRM Pelbox, a raster image recorder that produces 1,000 lines per inch at five inches per minute.

Muirhead Inc., occupying a corner of the ECRM booth, demonstrated its Electronic Picture Desk, which captures and manipulates wirephotos, recording images on an Autokon 8400.

Camex Inc. demonstrated its Breeze system using scanned art from an ECRM Autokon 1440 and recording display advertising on its SuperSetter imagesetter.

Monotype Inc. demonstrated a new graphics terminal using an ECRM Autokon 8200 scanner and graphics subsystem and recording on a Lasercomp imagesetter. The firm also demonstrated the LaserScribe 8415 laser printer as a proofing system, a remote diagnostic system for Monotype equipment and a PC-based "emulator" that allows different systems to use the Lasercomp without the need to purchase new software.

Teragon Systems demonstrated a Hasselblad portable monotone scanner, which allows black-and-white pictures to be transmitted from remote places.

Autologic demonstrated two new text and graphics imagesetters—the APS-6 CRT Raster Imager (70- and 100-pica models) and the APS-6 Laser Imager (80 picas). The firm used several laser imagesetters to demonstrate its text and image-processing products. Among the recording devices were the Canon LBP/CX printer, Dataproducts LZR-2600 printer, ECRM's Pelbox raster image recorder, and Data Recording Systems LaserScribe 8415 plain-paper printer, which produced halftones at 800 dots per inch. The firm also showed the new 3M Model 1125 Plate Coater to be used with the APPS-1.

Allied Linotype had interactive demonstrations of four new products. Series 100, a system the firm believes newspapers can use to generate business graphics, consisted of an Apple Macintosh using Adobe Postscript software driving an Apple LaserWriter and a Linotron 101p imagesetter. Series 200 was an IBM PC-based system using PagePlanner software. The Linotype Graphics System employed a CR-Terminal 200, an ImagiTex scanner and an ImagiTex graphic workstation to manipulate line art and contones. The Linotron 300 produced images at 2,540 dots per inch.

Interleaf Inc., a first-time exhibitor, had an interactive demonstration of its text and graphics workstation. The firm used an ImagiTex scanner for digitizing art and recorded the graphics on a laser printer. The firm said it plans to market the system to editorial and market research departments.

Gerber Scientific Instrument Co., yet another new vendor at the show, demonstrated the Laserite it acquired with its purchase of EOCOM last year. Also demonstrated was its new Auto Prep 5000 Model II electronic masking system that plots images on either film or rubylith and provides camera-ready mechanicals.

Also making its ANPA debut, Apple Computer shared the demonstration of its PCs with Digital Technology International and Manhattan Graphics Corp. Apple demonstrated its MacPaint and MacDraw packages for creating editorial graphics. Digital demonstrated its display ad makeup program on the Mac, while Manhattan ran its page composition package on the PC.

Chesley F. Carlson Co. introduced and demonstrated the Sharpscan scanning densitometer, which determines exposure values for the firm's Super Shooter exposure controller. The systems can store screens, halftones and line copy. The firm also demonstrated its new ScanCal, an off-line prescanning system that analyzes exposures of transparencies and reflective copy prior to scanning.

Dewer Information Systems Corp. demonstrated its new Discovery display ad makeup and pagination terminal. The device is compatible with most imagesetters and will accept digital images.

One for One, another new vendor at ANPA, demonstrated a raster image processor running on an IBM PC XT and recording images at 200 dots per inch on an electrostatic printer. The product is being marketed as a proofing system.

Software.

Two firms—Newspaper Systems Support and Engineering Associates, and Freeman-Mayhew—demonstrated their software on Digital Equipment Corp. equipment. NSSE ran editorial and classified programs on a PDP 11/84 computer with modified Rainbow PCs serving as text-entry terminals. Freeman-Mayhew ran editorial, classified and wire-service software on older DEC computers, but the firm announced that the packages would soon be running on DEC's new MicroVAX II.

Software Consulting Services demonstrated Layout-8000, the firm's latest version of ANPA's Layout-80™, with more dummying styles and enhanced graphics and coupon-handling capabilities. The firm also demonstrated ReQueSt-DB, the ANPA-developed teletext system for newspaper applications, and the circulation system SCS recently purchased from Call-Chronicle Newspapers Inc. of Allentown, Pa.

LAN Systems demonstrated its TMC program, running on a Burroughs B90 computer, with merge/purge of addresses as a new function. The firm showed its file-transfer program, which allows data to be "downloaded" from the mainframe to a B25 or other personal computer for use in conjunction with financial-analysis programs. Also introduced was order-entry and inventory control for newsprint and other materials.

Collier-Jackson Inc. brought demonstrations of five products: CJ/Layout, the firm's version of Layout-80; CJ/Ad Tracking; CJ/Newsprint, which tracks and monitors newsprint inventory; CJ/Execulink, which allows information in CJ programs to be used with Symphony software in a PC for analysis or inclusion in a report; and CJ/Report Writer.

Vision Data Equipment Corp., using DEC computers, demonstrated a circulation program with "automatic sacking," which creates ZIP-Code sack numbers in compliance with postal regulations. The firm also demonstrated two classified programs for transient ads; they can be used independently or with an existing front end. Another program demonstrated allows TMC programs to be updated automatically to reflect changes in postal-carrier routes.

Creative Data Systems demonstrated portions of its new Market Information System Support, a program that allows newspapers to compare their own databases against Dun & Bradstreet's for analytical purposes. The program, which ran on IBM's System 36 and 38 computers, allows newspapers to identify potential sales revenues by territory.

Whalen Computer demonstrated its circulation, ad manifest, ad and classified billing, mail subscriber, accounts payable, general ledger, payroll and TMC programs on AT&T and IBM personal computers. The PCs were linked in a local area network with an IBM PC AT with 110 megabytes of disk storage used as a file server. Among the features are a lockout system, which prevents two people from working on the same file simultaneously, and the ability to transfer data into the MultiMate program for analysis and report writing.

Data Sciences Inc. demonstrated several new packages including display-advertising accounts receivable, TMC, a financial spreadsheet and other programs running on Texas Instrument computers.

EFAX Corp., a first-time exhibitor, used IBM PCs in a Unix network to demonstrate its system for controlling inventory, purchasing and ordering spare parts, and assisting in preventive maintenance for equipment.

Media Data Systems Inc. demonstrated a newsprint inventory and tracking system that runs on MS-DOS personal computers. The system can capture electronic manifests and track newsprint through the use of bar codes.

The Toronto Star, a first-time exhibitor, used an IBM PC AT to demonstrate its classified layout system. The paper said the program is compatible with most existing front ends and can pass manipulated file pages back to front-end systems.

Hastech had a prototype demonstration of its Business System Software for the new DEC MicroVAX II computer.

Press and mailroom.

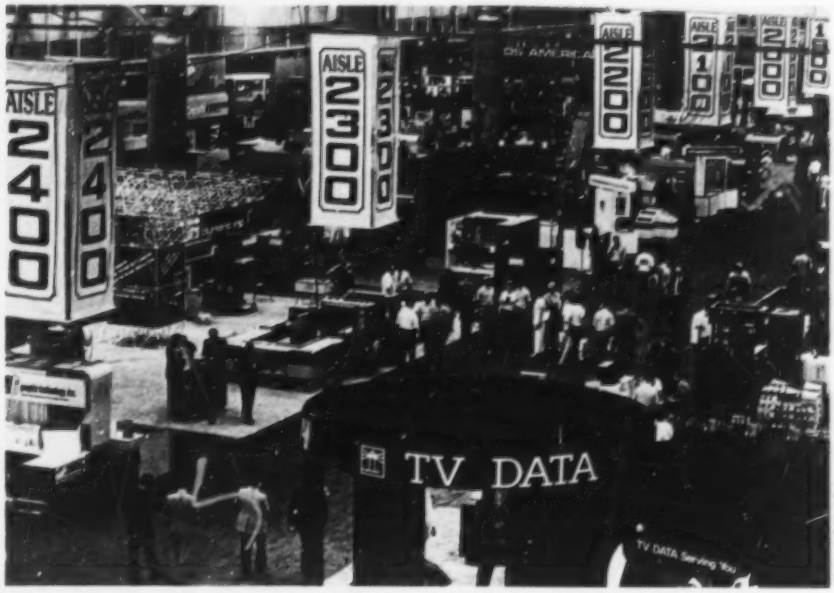
Among the press suppliers, Officine Meccaniche Giovanni Cerrutti S.P.A, or simply Cerrutti, was a first-time exhibitor. The Italian press manufacturer, which recently converted Il Gazzettino of Venice to flexography, showed a static unit of its double-width flexographic press.

There were numerous developments in electronic graphics systems.

Motter Printing Press Co., formerly Kidder-Stacy, continued to refine its demonstration of flexography. The firm ran a two-unit press with a color deck printing a four-section, broadsheet newspaper product with process color printed on each section front and back. The press ran at 55,000 copies per hour.

Harris Graphics Corp. demonstrated a two-unit NC 400 single-width offset press printing a two-color, eight-page tabloid.

Publishers Equipment Corp. shared a booth with King Press Corp., which PEC purchased from Solna Inc. last year. King demonstrated two units of a News King single-width offset press; it printed a two-color, eight-page tabloid that was quarter-folded at 22,000 iph.



© David Rambo

For the first time, exhibits required two halls—one of which was the Convention Center.

Solna demonstrated a two-unit, single-width Distributor offset press printing a four-color, eight-page tabloid.

Hantscho Inc., with its own booth for the first time, had static displays of its Mark 10 single-width offset press for printing inserts, a combination folder and a computerized press console.

Baker Perkins PMC, a commercial press maker and another initial exhibitor, showed a static unit of its G-16 CW commercial press.

Web Press Corp. had a static display of two offset press lines that could be used in tandem to print a single product. One line had a four-color Quadra Color unit with three Atlas units. A second line of Atlas units fed the first line's folder.

Taft Equipment Sales Corp. had a static unit of the TKS M72 double-width offset press with a reversible color deck.

Among the mailroom exhibitors, Graphic Systems Division of Rockwell International Corp. (Goss) used the products printed on a Headliner offset press to demonstrate a new belt-stream, 60-degree loop conveyor; it fed the new GPS 5000 counter-stacker that bottom wraps bundles. The system also included a Signode tying machine and Goss' new vertical tray delivery system. A unit of the GPS 3000 stacker was on display.

Harris Graphics had an interactive demonstration of two new products—the NP-100 palletizer and the NP-160 stacker/tier, which collects, ties and bottom wraps bundles. The firm used an NP-1472 automated mailroom system in dual-delivery mode to feed two NP 160s. One collected, tied and bottom wrapped bundles; the other made bundles that fed the palletizer, which created nine-bundle layers six high on pallets.

Ferag Inc. demonstrated its roll palletizing and depalletizing system with a single-grip conveyor.

Muller-Martini Corp. demonstrated a similar roll palletizing and depalletizing system. The firm's demonstration included a Daverio single-grip conveyor, a stream direction turner, a 275 inserter and a 310-20 counter/stacker.

Quipp Inc. demonstrated a conveyor that uses a vacuum and continuously moving belt to advance bundles.

Ovalstrapping Inc. demonstrated its new JP 40 tying machine, which the firm described as an entry-level device that handles 30 bundles per minute. The company also demonstrated the new Pacer-feeder with a JP 80 tying machine and counter/stacker. The Pacer-feeder is designed to be used to control unstable, heavily inserted bundles.

Hail Systems Inc. demonstrated a new counter/stacker, the Monitor HT, and a new belt-stream conveyor.

Separately, FMC Corp. and IDAB Inc. demonstrated automatic wire-guided vehicles that move rolls of newsprint. IDAB's demonstration used an IBM PC to control the movement. IDAB also displayed its new News-Sort bundle distribution system with double-bundle trays.

Malow Corp., a new exhibitor, demonstrated a tying machine.

Stepper Associates Inc. demonstrated its Model 1630 collator, which collates large newspaper sections with multiple inserts. The firm said the device could be used at the printing plant or at remote circulation drop sites.

Miscellaneous.

The smaller exihitors, those with 10-by-10 or 10-by-20-foot booths, have traditionally been known for their innovation in applying new technologies. This was particularly true as PCs continued to invade the business and the Exposition.

At the same time, telecommunications exhibitors continued their exodus from the show. Only VU/TEXT, with enhanced indexing and search features, and InfoAmerica, a newcomer with a public-access video terminal, had demonstrations of their products. AT&T Information introduced a new line of PCs.

Also, more "non-technical" vendors, such as The Washington Times and King Features Syndicate, are using the show as a forum for their marketing and advertising products. This year four wire services showed up, including:

The Associated Press, which demonstrated its new Dataphoto 841 laserphoto receiver and Datapoint photo receiver for international wirephotos.

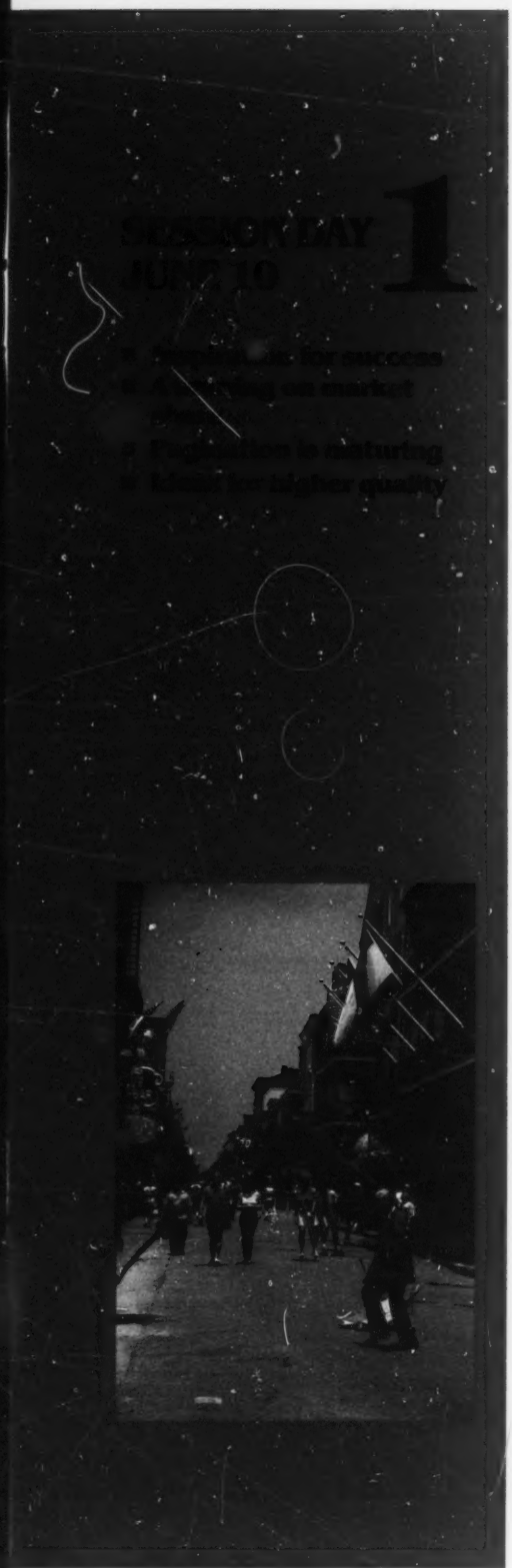
Reuters Ltd., a first-time exhibitor, which demonstrated its News Report, News Picture Service and Financial Report. Muirhead, which shared part of the booth, demonstrated a picture preview terminal with limited editing capabilites.

Agence France-Presse, another first-timer, which demonstrated Pixar, a wirephoto capture and storage system. The agency said the system has a capacity of 100 photos (140 megabytes of storage), can receive both analog and digital pictures from AP, UPI or AFP, and displays 15 pictures simultaneously.

Other exhibitors included Data Times and Advanced Imaging Devices Inc., both of which demonstrated optical systems.

Data Times showed its new Compact Optical-Disk Storage Library System. The firm said each optical disk contains 600 megabytes of storage. The firm also demonstrated a two-way satellite storage and retrieval system for storing data, and Sportstrak, a statistical database manager for editorial operations.

AIDI, a newcomer to the show, demonstrated a system that allows video images to be recorded on film and an optical-disk photo storage system that allows up to 50,000 black-and-white pictures to be stored and retrieved from laser disks. □



Johnson urges technical focus

Interest in and knowledge of the technical end of newspapering are at all-time highs within the business, and the timing couldn't be better, according to ANPA Chairman and President Richard J.V. Johnson.

In his chairman's address at the opening General Session, Johnson said demands from readers and advertisers require this greater attention to technical matters.

"This mid-point of the 1980s finds us faced with a wide variety of demands from our readers and advertisers," he said. "Demands for higher quality reproduction; demands for increased color; demands for new distribution forms; demands for economy and efficiency; and demands for stringent environmental controls."

Picking up on the theme of this year's show—Demand$, Decision$, Direction$—Johnson said the equipment shown at the Exposition and the subjects discussed at the Conference would help newspaper executives make the "decisions" necessary to meet the "demands"—"from pagination to presses, from news-gathering technologies to new marketing concepts."

Emphasis on newspaper technical matters, however, is no longer limited to a once-a-year airing at the Conference and Exposition.

"We are spreading the technical word far beyond this big meeting; we are telling the tale at the (annual ANPA) Convention, at special workshops, and in seminars and training sessions all around the country and all year long," Johnson said. As a result, "more newspaper executives than ever before are conversant with technical topics."

If seminars and training sessions are keys to unlocking technical knowledge, having the correct training tools is a key to successful teaching. For newspapers, these tools include state-of-the-art equipment and supplies.

Johnson acknowledged the companies, many of them represented at the session, that had donated supplies and equipment to ANPA's technical research and training facility at Reston, Va. And then, as if to illustrate how such cooperative efforts can help newspapers address current technical issues, the ANPA chairman announced that TKS-USA, the Japanese press manufacturer, would donate a $750,000, double-width, flexographic newspaper press to the Reston facility. (See story, p. 67.)

In thanking TKS-USA President Yuichi Okamura for the donation, Johnson noted the "great interest" today by newspapers in flexographic printing and said "much flexo development work remains to be done—particularly with respect to water-based inks." The TKS donation will permit ANPA to "do more effective research work" on the subject, he said.

Johnson also took the General Session opportunity to reiterate the three "special targets" he has set for the newspaper business—printing quality, minority opportunity and literacy.

Printing quality is at the top of his list, he said, because "newspapers across the continent sink or swim together in the quality boat."

Johnson (left) thanks Okamura (center) and James R. Price of Taft Equipment Sales Co., the U.S. marketing agent for TKS.

On minority opportunity, he noted that the Association is working through the ANPA Foundation "to give individual newspapers tools they can use to further minority employment in their own plants."

On the need to improve literacy, Johnson made a special appeal to the non-newspaper companies represented at the session to get their firms involved in the effort because "We are all affected." □

As times change, newspapers can help readers by explaining the context of events

Americans today are straddling eras—the waning industrial society and the onrushing informational society—and the newspaper business should play an integral role in helping people maneuver through the shifting times.

John Naisbitt

In the view of *Megatrends* author John Naisbitt, "people need something to hold on to" amid the profound changes occurring in this "age of parenthesis," and that's where newspapers come in.

"You can give people a structure by letting them know what's going on and putting it in a context for them," he told the opening General Session as he led off the "Mid-Decade Status" report. "And that's an important role for newspapers. They're certainly not getting it from television."

"Context" is a key word for Naisbitt, who burst onto the scene nearly five years ago with publication of *Megatrends*, a best-seller chock full of trends he identified by culling daily through hundreds of newspapers.

What he found in those newspapers were reports on thousands of events but little context in which to fully understand them. He's been adding the context ever since.

"We are an incredibly event-oriented society," he told the newspaper executives. "We just seem to go from one event to another, little noticing the process that is going on underneath."

To Naisbitt, what is going on underneath is generally encouraging, and he is relentlessly optimistic in his assessment of how current events should be put into context. A sampler:

Event: A story in the morning newspaper reporting a computer company has "gone under" carries a headline "Computer makers in severe slump."

Context: More than 13,000 new companies are being created every week in the United States, an unprecedented number. At the same time, the failure rate has not changed.

Event: There is an announcement that the national recovery rate is slowing.

Context: This is not a recovery, it's the new economy overtaking the old economy. It's marked by 3 million new jobs created in 1983 and 4 million last year. At the same time, the number of people coming into the workforce is declining. From now until the end of the century, people will be entering the workforce at half the rate of the last two decades.

Event: A record number of bankruptcies is announced.

Context: The number is tied to the huge number of new companies started—a record 700,000 last year. In the prosperous 1950s and '60s, there was not one year when the number of companies started exceeded 100,000.

Indeed, Naisbitt, who writes the syndicated column "Trendnotes" and whose Washington, D.C.-based Naisbitt Group still peruses 300 newspapers a day, believes that in the 1990s people will look back on this time as "the booming '80s. That's the context for today."

The last time this country saw an "entrepreneurial explosion" of this kind, he said, was the last time the country changed economies, from agricultural to industrial, similar to today's shift from industrial to informational.

Naisbitt can even see good news in the fact that in 1990 there will be 6 million fewer U.S. teenagers than in 1980. He said he could envision McDonald's being staffed by senior citizens. "Just imagine. Employees who can read and write."

The changes don't translate into good news for everyone, however. In Naisbitt's view, certain industries that are bucking today's trends will be in trouble. He singled out the three television networks that are on a "long, downward slide." They are losing their share of audience—from 93-94 percent in 1980 to 72-74 percent today, he said, and in cities heavily wired with cable TV that share is down to 51-52 percent.

The development doesn't surprise Naisbitt. He predicted it five years ago because the networks are structured against the trends he sees. They are run from "top down," they are centralized, and they are New York City instrumentalities—all things out of context in his view of today's changing society. □

The Register yields big return on efforts to

An inspiring account of how a newspaper that wasn't "doing all that well" evolved into a Pulitzer Prize winner brought rousing applause from the General Session audience.

The talk by N. Christian Anderson, editor of The Register in Santa Ana, Calif., concluded with a slide presentation of the paper's photographic coverage—all full-color—of the 1984 Summer Olympic Games in Los Angeles.

To the musical background of "Everybody Has a Dream," Anderson showed examples of how The Register displayed 300 color photos of the Olympics over a two-week period. Many of the pictures consumed a half page or more of the broadsheet daily, and the coverage captured the 1985 Pulitzer for spot news photography, as shown below.

"There are some things we do (at The Register) that can't be cost-justified," said Anderson, whose address was titled "ROI (Return on Investment) from Quality Printing and Content." He added, "Ultimately, we think there is a return on our investment, but it is not immediate—there is no two-and-a-half-year payback."

For his paper, editorial in addition to financial success can be traced to a decision by the owner, Freedom Newspapers Inc., "to invest a substantial portion of the newspaper's profits back into the product." That decision came in 1979, when The Register's primary competitor, the Orange County edition of the Los Angeles Times, had closed to within 38,000 daily circulation

'Rules' for higher quality

Improving printing and distribution quality may be expensive, but it pays big rewards.

Michael H. Heath, president and chief operating officer, outlined eight "rules" the Bergen Evening Record Corp. follows for better quality at its flagship paper, The Record of Hackensack, N.J.:

Michael H. Heath

1. "Whatever we're thinking about, it probably isn't worth the time if our advertisers are not interested."

2. "If you've done it the same way for the last 20 years (in our case the last five years), you're probably not doing it right."

3. "A lot of what advertisers want is in the pressroom. . . . Today, this generally means offset—and to a growing degree, perhaps, flexography in the future."

4. "If the pressroom doesn't have it, you may be able to help your advertiser with solutions in the mailroom," such as on-line inserting of preprints. It may offer "significant marginal cost advantages" for both advertisers and newspapers.

5. Policies on color must be re-examined. "Is it really fair to charge 35- to 40-percent more" for a color ad "if your total costs don't change by a similar amount?" he asked the General Session audience. "You may also want to look at minimum restrictions on color advertising. Removing them will get you color linage that (advertisers) otherwise couldn't afford or justify. And it will get you that linage at a much higher line rate."

6. "If you're not dedicated to quality, your advertiser will try to find someone who is, and he will likely not be your friend."

7. "If you've done all these things, you've seen the tip of the iceberg and are ready for more." It is time to attack such issues as ink rub-off.

8. "If you're discouraged about the amount of effort and cost to follow the other seven rules, take heart," Heath said. Following these rules has resulted in increased revenues and ad volume for The Record, he reported. Color page premiums are half of what they were in 1980, yet revenue "was up over 300 percent in this category." □

improve content at any cost

of the Santa Ana paper.

New Goss Metro and Headliner offset presses were installed as part of a $70-million capital spending program that will culminate this year with the opening of The Register's new office building, Anderson said. Another major purchase was of a Hell laser scanner. This was followed by acquisition of a Hell Chromacon system that allows an operator to manipulate color within a photograph.

All of The Register's success, Anderson said, "stems from a simple mandate from the top: Do it right, and always with the customers in mind."

Anderson said that when he was hired in 1980, The Register's publisher, R. David Threshie, made clear his objectives:

- He wanted color reproduction better than that of any other newspaper in the country.
- "He did *not* want to know how much it cost—he simply wanted to do whatever it would take to get the best quality. And to this day, there is no accounting for the costs of editorial process color in The Register."

"So," Anderson continued, "we start with the best transparencies we can produce in the newsroom. Then we separate them with the best scanner around. And then we print them with the best press crew that knows and cares about the commitment to excellence."

Readers have responded enthusiastically, he said. And circulation growth reflects it. From about 213,000 and the 38,000 lead over the Los Angeles Times in affluent Orange County, The Register in six years has reached 291,000 circulation and increased its lead to 110,000.

Larger circulation translates into more advertising, the editor noted, adding:

"We're making more money than ever before. We have lowered our net-to-gross profit margin, but we've had dramatic increases in total revenue. As our management is fond of saying, we'd rather have 20 percent of $150 million than 30 percent of $75 million."

Ad share slippage seen

Newspaper people—after being warmed by The Register's commitment-to-quality success story and John Naisbitt's glowing description of the U.S. economy—were chilled by warnings that U.S. newspapers are continuing to lose their grip on advertising.

Thurman R. Pierce Jr.

If the situation continues, "then you in newspaper management will wake up one day to find another medium is now number one sometime in the next decade," said Thurman R. Pierce Jr., vice president/U.S. manager, print media, at J. Walter Thompson USA.

While newspapers have produced impressive gains in advertising revenue, the increases are the result of rate hikes, Pierce said during a General Session discussion on "Mid-Decade Status."

"In fact, your market position is weakening," he said. "Your decline in local is an even bigger decline than your decline in national."

The numbers are more startling, Pierce explained, because large national categories, such as automobile advertising, have shifted accounts to the local level to take advantage of lower retail rates.

Pierce suggested a solution that included extensive surveying of media buyers to find out what they want, followed by a massive campaign to refurbish newspapers' image in advertisers' eyes.

The "time has come to focus on market development," he said. He noted there are two approaches to selling advertising: a short-run focus that concentrates on meeting next year's profit goals, and a long-run outlook that targets increasing newspapers' share of all ad dollars.

Pierce presented a series of figures that indicate the newspaper business should take a long-term approach. Food and automotive are the top two categories of national advertising, he said.

Between 1970 and 1983, newspapers' share of food advertising dollars dropped from 11 to 6 percent, Pierce said. During that period, their portion of automobile advertising fell from 40 to 19 percent. "This is not market development," he commented. □

Pagination on the move

The status of electronic page makeup commanded a lot of attention and computer graphics got a little at the symposium on "The Newsroom: Pagination *et al.*"

Moderator Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., led into the discussion by observing that more than 100 U.S. newspapers are "involved to some degree in producing pages by computer."

"Most of these efforts are aimed at streamlining or consolidating portions of the overall process," he said. "Clearly, the next step is to pull everything together—to develop a system that can handle pictures and ads as well as text, and produce complete pages on paper, negatives or even plates."

Although, as the moderator noted, most of the papers involved in pagination are in the under-100,000 circulation category, the panel included representatives from larger dailies in Oklahoma City, Philadelphia and Long Beach, Calif. The fourth pagination panelist was from the Alexandria (La.) Daily Town Talk. Each of the four papers is using a different brand of pagination equipment.

Robert J. Farquhar, director of new systems and assistant managing editor of The Daily Oklahoman, made it clear that converting to pagination is not without its "severe" problems.

In the days of manual paste-up, "we were consistently nine or 10 minutes late" on the main state edition. "Now," Farquhar reported, "we're as much as one-half hour late."

Yet there is a "flip side" to that situation, he said. Before getting the Hastech pagination system, "we were 15 minutes late without fail on the first edition. Now we've chopped that by two-thirds."

Farquhar added that at the Oklahoman, "the first large newspaper to attempt" pagination, problems "slowly are being worked out. System problems have been reduced. We're on the downside of a slow and difficult learning curve. And I know of no one who would give up his pagination terminal without a fight."

Some of the problems:

- The interface of the Hastech system with the Digital Equipment mainframe computers still has some bugs.
- The five mainframe computers backing up the pagination system don't always "talk to each other."
- The development of Hastech's AdPro advertising-layout terminal has lagged behind that of the PagePro news-layout terminal.

The Oklahoman's advertising pagination system went online in March 1984 and in less than six months was handling all advertising material "that it makes sense to paginate." This excludes camera-ready or pickup ads.

Only three months after it began operating last Feb. 1, the news pagination system was handling all news pages except the sports agate scoreboard. The pagination of zoned pages followed, achieved in a month's time.

As the Oklahoma City system has grown, the newspaper has turned over to the vendor a list of software priorities. The paper "called them fixes," Farquhar said. "Hastech called them enhancements." Three are in hand, six more are in the mill, and "the final three stand about as much chance (of being done) as the Texas Rangers do of winning the pennant this year."

Another concern has been "Hastech the company," Farquhar said. Hastech's recent acquisition by a group of investors from the United Kingdom (see story, p. 67) "should result in an infusion of dollars for a company that has never really been set financially. As we see it, Hastech still does the best job of paginating of anyone. It's our hope now that Hastech can devote *all* of its attention to its products."

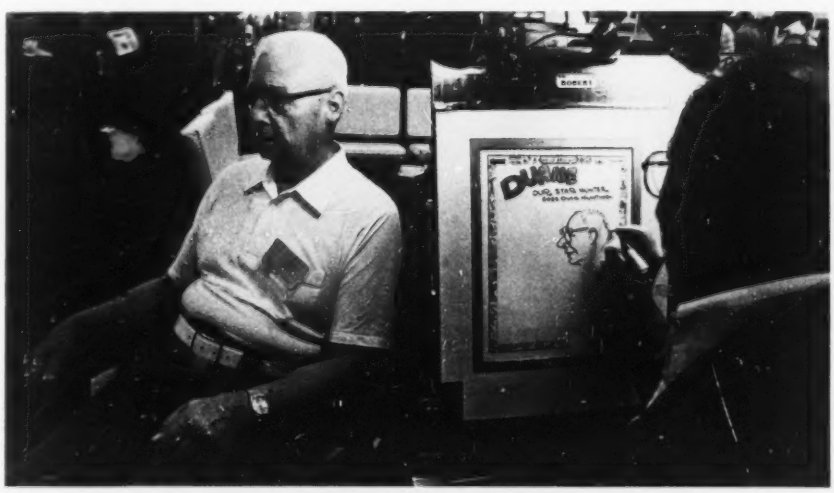
At The Philadelphia Inquirer, editors have used Atex News Layout terminals over the past year and a half to produce experimentally the news, metro, feature, and Sunday books and leisure sections. "We learned that pagination . . . can produce the editorial portion of any part of our newspaper under battlefield conditions of heavy copy flow and demanding deadlines," said William H. Stroud, assistant to the executive editor.

For Stroud the key is not in the equipment but in utilizing the equipment correctly—"pagination done right"—to create better newspapers. (See text of his address, p. 68.)

Another Knight-Ridder daily, the Press-Telegram in Long Beach, is getting the pagination system manufactured by Information International Inc., or Triple-I. Mark Wigginton, who may be the first newspaper employee in North America with the title of "pagination director," said the most important decision a newspaper makes is not which system to buy but rather how to use pagination.

"We want to use it to make the paper better for our readers, not just to empty our composing room and save buckets of money—though I have to tell you our general manager likes those reasons, too," he said.

The Press-Telegram's approach was to set up "a universal design desk" staffed by eight page-layout specialists using six Triple-I terminals. Previously, more than 30 of the paper's 100 editorial employees



Duane D. Jackson, father-in-law of Francis M. Price, vice president/production of The Cincinnati Enquirer, is subject of a New Orleans artist demonstrating talents on Exposition floor.

JULY 1985

presstime

The Journal of the American Newspaper Publishers Association

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**subject index
covering
six issues
from January
through
June 1985**

ACCESS TO INFORMATION
[See FREEDOM OF THE PRESS]

ACQUISITIONS
[See NEWSPAPER OWNERSHIP]

ADVERTISING

Coupons
- Newspapers' share of coupons reaches all-time high, March, p. 42

Preprints
- K mart is your preprint place, Feb., p. 12
- Networks help papers compete in the direct-mail/preprint market, Feb., p. 14
- Preprint trends study conducted, Feb., p. 45
- Comments accepted on "Marriage Mail" trademark, Feb., p. 52
- Study to explore insert trends, March, p. 41
- Advo's Valentine resigns, March, p. 42
- Ad supplements must arrive in right sizes and good condition if automated-mailroom machines are to run smoothly, April, p. 30
- Media firms deny courting Blair, April, p. 47

Revenue
- Newspapers' ad share drops slightly, June, p. 66

Size standards
- SAUs*: Advertisers love them, but they have not produced notable increases in ad expenditures, June, p. 18
- Canada is standardizing, too, June, p. 19

General
- Legal ads: A source of income, information and strife, Jan., p. 5
- Newspapers at mid-decade: Advertising, Jan., p. 21
- Mary L. Azcuenaga appointed to FTC, Jan., p. 46
- Nielsen to include VCR data in television viewership reports, Jan., p. 51
- Top 25 U.S. newspaper advertisers for 1982-83, Jan., p. 51
- TMC technical needs examined, Jan., p. 60
- Past due: Newspapers use various techniques to induce advertisers to pay up, Feb., p. 5
- Television, radio, cable TV, magazines, billboards: Each has an advertising bureau, Feb., p. 8
- U.S. merchants chalk up $44.4 billion annually in catalog sales, Feb., p. 18
- Cigarette ad ban urged by National Advisory Council on Drug Abuse, Feb., p. 31
- USA Today defends ads for Inaugural memorabilia, Feb., p. 53
- Both news and advertising expand as the newspaper gets fatter, March, p. 8
- Feds have little interest in restricting liquor advertising, March, p. 36
- Advertising and news departments both must cater to readers, March, p. 41
- AD/SAT, two other networks can deliver national ads by satellite, March, p. 42
- Newspaper Advertising Bureau outlines five strategies to help newspapers, March, p. 43
- Media Records measures newspaper ads, April, p. 6
- NAB redesigning system to report stats, April, p. 47
- Newspapers, not other media, get ads from paper that folded, April, p. 47
- Flexible pricing on ads makes newspapers a better buy, May, p. 10
- Computers soon to help agencies plan and buy newspaper ads, May, p. 20
- Mandatory ad warning on aspirin opposed, May, p. 42
- FTC turns down request for alcohol ad restrictions, May, p. 42
- George W. Douglas to resign from FTC, May, p. 42
- The "wall" has crumbled between ad and editorial departments, May, p. 70
- Group to examine "Future of Advertising", May, p. 70
- Sunday magazines unite to get more national ads, May, p. 70
- Executives answer direct mail competition, June, p. 46
- Advertisers offer views on how newspapers can cater to their needs, June, p. 49
- Study planned on ad effects, June, p. 50
- Congressional committees approve bills to reauthorize FTC, June, p. 55
- Tests show color boosts effect of advertising, June, p. 66

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

Board of Directors
- Board sets 1985 budget of $10.9 million, Jan., p. 68
- Rowe to be nominated to Board, March, p. 71
- ANPA officers re-elected; Rowe is new director, June, P. 42

Committees
- Telecommunications Committee restates Fairness Doctrine views, March, p. 37
- ANPA panel to study state libel issues, April, p. 34
- Estlow re-elected insurance chairman, June, p. 42

Convention
- Convention program shapes up with presstime "Fun Run", Feb., p. 54
- Jamaica's Seaga to address Convention, March, p. 71
- Directors readopt ANPA mission statement, objectives, March, p. 72
- Program set for Convention; Burger joins speakers' list, April, p. 58
- Program in brief—99th Annual ANPA Convention at Fontainebleau Hilton, Miami Beach, April, p. 59
- Miami Beach offers much more than sun, sand, surf and sports, April, p. 60
- Last-minute Convention preparations made, May, p. 88
- Montreal honors ANPA Convention, May, p. 88
- Concerns take back seat to sunny outlook at Miami Beach Convention, June, p. 31
- ANPA Chairman and President Richard J. V. Johnson urges more action toward three newspaper goals, June, p. 33
- Former Secretary of State Henry A. Kissinger exercises diplomacy in remarks, June, p. 33
- Early-morning "Fun Run" draws crowd, June, p. 36
- Convention speeches available, June, p. 37
- Future Convention schedule, June, p. 42
- Convention sidelights, June, p. 47
- Convention tapes available, June, p. 47
- U.S. Ambassador-at-Large Vernon A. Walters, closes Convention with global view, June, p. 53

ANPA Foundation
- Scholastic Journalist Award plaques available from ANPA Foundation, March, p. 47
- ANPA Foundation continues educator grants, March, p. 47
- Ways newspapers can fight illiteracy emerge from ANPA Foundation meeting, May, p. 48

— Foundation broadens mission to assist minority opportunity, June, p. 47
— Group urges sharper focus for Foundation projects, June, p. 70
— Foundation seeks examples for study of youth pages, June, p. 70
— Foundation wants to know about anniversary events marking Zenger trial, June, p. 98

New members
— Feb., p. 54; March, p. 72; May, p. 88

Operations Management Conference & Exposition
— Conference & Exposition shaping up as record-breaker, Feb., p. 42
— New Orleans and ANPA: Old charm, new technologies, May, p. 62
— Future Conference schedule, June, p. 42
— Conference & Expo beckons, June, p. 72
— Program for Conference & Exposition, June, p. 72
— Scheduled exhibitors at Conference & Exposition, June, p. 74

Personnel
— ANPA's Ford promoted to manager/technical services, Feb., p. 54
— James succeeds Riley as assistant general counsel, March, p. 72
— Grant named new ANPA state relations coordinator, May, p. 88

Publications
— ANPA study shows good safety record, Feb., p. 31
— ANPA developing pagination planning guide, March, p. 31
— ANPA issues guide on 2nd-class, non-subscriber mail, March, p. 38
— ANPA Electronic Color Scanner Survey available, April, p. 52
— Record circulation reported in ANPA's "Facts About Newspapers '85," May, p. 82
— ANPA Legal Department compiles newsrack report, June, p. 82

General
— ANPA seeks used Urbanite unit for research, Jan., p. 61
— ANPA-members' libel and strike insurer announces managerial changes, Jan., p. 66
— ANPA opposes FOIA exemption for postal records, March, p. 38
— ANPA issues guidelines on second-class non-subscriber mail, March, p. 38
— Telecommunications Department produces guide for negotiating contracts, March, p. 40
— Flint Ink Co. to sign license to manufacture ANPA-INK™, March, p. 57
— ANPA contributes to VDT education project, March, p. 72
— Association formally opposes agents, reporter impersonation, March, p. 72
— Industrial Engraving buys ANPA Easton property, March, p. 72
— ANPA proposes it be FCC certified as "frequency coordinating committee" for Relay Press Radio Service, April, p. 35
— ANPA urges FCC to act on Cox Cable Communications cable TV petition, April, p. 35
— ANPA, four other groups lay out objections to new postal rates, April, p. 43
— ANPA studying rub-off testing procedures, April, p. 53
— News Ink Division of General Printing Ink Corp. signs license agreement with ANPA for ANPA-INK, April, p. 53
— Notice of Annual Meeting of Members of ANPA, Incorporated, April, p. 58
— ANPA advisory service rates restructured, April, p. 59
— ANPA says more time needed to shift microwave frequency, May, p. 47
— ANPA's Technical Advisory Service staff making more "house" calls, May, p. 67
— ANPA boasts patents, copyrights and trademarks on inventions, June, p. 12

ANTITRUST

General
— Antitrust actions: At least 15 lawsuits in the last few years have focused on newspapers' total-market-coverage products, Jan., p. 8
— Two recent antitrust litigations cited, Jan., p. 9
— Kansas court rules against Star in carriers' ongoing dispute, Jan., p. 44
— Another shopper sues over TMC plan, Feb., p. 30
— Free weeklies file antitrust suit against Nebraska dailies, April, p. 34
— Paper alleges news service's exclusive contract violates Sherman Act, April, p. 34
— Judge dismisses antitrust suit by Cleveland printers, April, p. 54
— Guy Gannett Publishing Co. in out-of-court settlement of antitrust lawsuit, May, p. 40
— Antitrust cases involving complaints against total market-coverage programs dismissed, June, p. 55

BOOKS

General
— Covering the "one uncovered story," Jan., p. 47
— "Struggle for Survival" among afternoon papers, Jan., p. 47
— A little good, bad and wrong news, Jan., p. 47
— An updated look at media and politics, Feb., p. 54
— "Responsibilities of Journalists" forum, Feb., p. 54
— Improving writing with word processing, Feb., p. 54
— From mud hut boy to newspaper magnate, March, p. 61
— Black journalists in U.S. newsrooms, March, p. 61
— A "chilling effect" on right to know, April, p. 46
— Reagan administration and the information flow, April, p. 46
— Fighting erosion of proper word, grammatical usage, April, p. 46
— A First Amendment curriculum guide, May, p. 49
— Kilpatrick explains a "writer's art," May, p. 49
— Essays on a free press, May, p. 49

BUSINESS AND FINANCE

[See NEWSPAPERS]

CIRCULATION

[See also POSTAL AFFAIRS]

Audit Bureau of Circulations
— ABC figures show stability in U.S., Canadian circulation, March, p. 45
— ABC asked not to impose ZIP audits, March, p. 46
— ABC chairman appeals to publishers, June, p. 51

Carriers
— Kansas Court rules against Star in carriers' ongoing dispute, Jan., p. 44
— State newspaper organizations strapped by seat-belt laws, March, p. 38
— Missing children include youth carriers, June, p. 8
— Twenty-one U.S., Canadian dailies honored in safe-driving competition, June, p. 82

Prices
— Predominant newspaper prices remain at 25 cents daily, 50 cents Sunday, March, p. 44

— Newspaper prices up less than Consumer Price Index, March, p. 44
— USA Today to raise price, increase page count, June, p. 82

General
— Newspapers at mid-decade: Circulation, Jan., p. 17
— Sunday-only delivery is a circulation ploy at some papers, Jan., p. 40
— Scrutinizing single-copy sales, Jan., p. 50
— Circulation sheds its image as a lightweight source of revenue, March, p. 6
— Second-class delivery: Postal officials and publishers speak out, March, p. 12
— Record circulation reported in ANPA's "Facts About Newspapers '85", May, p. 82
— ANPA Legal Department compiles newsrack report, June, p. 82
— Denver Post deal with cable firm gives Sunday circulation a boost, June, p. 96

EDUCATION

High school journalism
— Scholastic Journalist Award plaques available, March, p. 47
— Scholastic writing contest winners named, April, p. 45
— Panel to study high school journalism education, April, p. 45
— Journalism endorsed for high school curriculum, May, p. 48
— Winners named in annual high school journalism contest, May, p. 49

Journalism education
— Wide variety of fellowships available to journalists, Jan., p. 54
— Editors, educators lament low starting salaries, Feb., p. 36
— J-school enrollments steady; more grads find work, Feb., p. 37
— ANPA Foundation continues educator grants, March, p. 47
— Journalists in Residence program gets funding, April, p. 45
— Communications school requires two majors, May, p. 49
— ACEJMC reverses decision, will not accredit sequences, June, p. 69

Minorities
— Detroit papers join minority student plan, March, p. 47
— Twelve minority fellowships awarded, March, p. 47
— Minority training programs varied and expanding, April, p. 37

Newspaper in Education
— NIE conference set for May 15-17, Feb., p. 37
— ANPA Foundation's NIE receives $250,000 grant, March, p. 47
— NIE Week shows how newspapers can attract young readers, April, p. 44
— NIE instruction topic of seminars in July, August, June, p. 70

General
— Newspapers at mid-decade: Education, Jan., p. 34
— Pacemaker winners named, Feb., p. 38
— Details available on Publisher-Professor Exchange Program, Feb., p. 38
— Ways newspapers can help fight illiteracy emerge from ANPA Foundation meeting, May, p. 48
— Educational software company develops create-your-own newspaper program, May, p. 84
— Group urges sharper focus for Foundation projects, June, p. 70

EMPLOYEE RELATIONS

Arbitration: discharge, discipline cases
— Arbiter reinstates recovering alcoholic, Jan., p. 64
— Suspension given printer for refusing to obey foreman's orders upheld, Jan., p. 64
— Arbiter finds company violated agreement by suspending machinist, Jan., p. 64
— Messenger/driver's discharge for poor job performance converted to suspension, Jan., p. 64
— Arbiter finds company improperly gave written warning to printer suspected of sabotaging ad, Jan., p. 64
— Discharge of paper handler with history of discipline problems upheld, Feb., p. 50
— Firing for theft upheld, March, p. 60
— Field Enterprises case still not settled eight years after firing, April, p. 49
— Dispute over custodian's discharge for insubordination sustained, April, p. 49
— Firing upheld for sexual harassment, April, p. 51
— Arbitrator reinstates columnist, June, p. 86
— Suspension of reporter upheld, June, p. 90

Arbitration: interpretive disputes
— Keyboarding work on video display terminals performed by non-union editorial and classified advertising personnel not a violation of union's work jurisdiction, Jan., p. 64
— Union's position sustained in holiday pay dispute, Jan., p. 64
— Arbiter finds company violated agreement by failing to "upgrade" publication department employees' pay classification, Jan., p. 64
— Company's right to schedule employees' compensatory time off upheld, Jan., p. 64
— Grievances over hiring of substitutes upheld for company and union, Jan., p. 64
— Company violated agreement by assigning insertion work to employees represented by another union, Jan., p. 64
— Arbiter rules all but one substitute entitled to holiday pay, Jan., p. 64
— Employees absent from work while engaged in collective bargaining not entitled to wages for time spent in such activitiy, Jan., p. 64
— Company directed to allow blind printer to return to work, Jan., p. 64
— Company ruled in violation of agreement by failing to recall laid off composing room employee, Jan., p. 64
— Paper handlers entitled to triple pay for Memorial Day work, Feb., p. 50
— Temporarily changing starting time for mailers doesn't violate labor agreement, Feb., p. 50
— Guidelines set in pay dispute for employees who fail to work as scheduled on holiday, Feb., p. 50
— Elimination of 1-percent higher commission rate paid to display advertising employee not a violation, March, p. 60
— Stringers and correspondents found to be part-time employees covered by agreement, March, p. 60
— Employees applying for posted positions must meet qualifications of job, March, p. 60
— Arbiter upholds company in dispute over press manning during lunch breaks, March, p. 60
— Apprentice pressman, returning to work after layoff, ruled not to have accumulated vacation credits, March, p. 60
— Sports employee who resigned not entitled to dismissal pay, March, p. 60
— Mailers not entitled to another day's pay in addition to holiday for Christmas, New Year's Day, March, p. 60
— Union's grievance in job classification dispute dismissed as "moot," March, p. 60
— Boston Herald electricians not entitled to same vacation benefits as counterparts at Boston Globe, April, p. 49
— Minneapolis Star and Tribune typesetters awarded back-pay increase, April, p. 49

— Vacation bans violate labor agreement, April, p. 49
— Reassignment of pressmen not a company violation, April, p. 49
— Substitute journeyman mailer may not work shifts designated for provisional mailers, April, p. 49
— Sick pay dispute resolved in favor of union, April, p. 49
— Pay increase awarded editors, slot persons in VDT intro dispute, April, p. 49
— Provincial labor board orders arbitration over dismissal, April, p. 51
— Guild byline action ordered stopped, June, p. 86
— Removal of paper handlers' names from substitute list ruled proper, June, p. 90
— Company found in violation following introduction of dual computer system, June, p. 90
— Union violates agreement by holding meeting without permission, June, p. 90
— Newspaper did not violate agreement by refusing to pay employee for holidays that occurred while he was on leave, June, p. 90
— Display advertising clerks not entitled to be upgraded to higher pay classification, June, p. 90
— Company violated agreement by refusing to buy trifocals for employee working at VDT, June, p. 90
— Arbiter finds associate editor should be excluded from bargaining unit, June, p. 90

Contract settlements
— Baltimore Sun, Guild, Jan., p. 63
— Buffalo News, GCIU, Jan., p. 63
— Denver Post, GCIU, Jan., p. 63
— Rocky Mountain News, Denver, GCIU, ITU, Teamsters, Jan., p. 63
— Edmonton (Alberta) Journal, GCIU, Jan., p. 63
— Indianapolis Star and News, ITU, Jan., p. 63
— Boston Globe, GCIU, ITU, Teamsters, Feb., p. 49
— Indianapolis Star and News, independent, Feb., p. 49
— Kansas City Star and Times, ITU, Feb., p. 50
— Buffalo News, Guild, March, p. 61
— Dallas Times Herald, ITU, March, p. 61
— Buffalo News, Teamsters, April, p. 50
— Cincinnati Enquirer, GCIU, ITU, April, p. 50
— Columbus (Ohio) Dispatch, ITU, April, p. 50
— Cleveland Plain Dealer, GCIU, Teamsters, May, p. 73
— Memphis Commercial Appeal, Guild, May, p. 73
— San Antonio Express-News, GCIU, May, p. 73
— Baltimore Sun, GCIU, June, p. 86
— Chicago Sun-Times, ITU, June, p. 86
— Houston Post, ITU, June, p. 86
— San Antonio Light, GCIU, June, p. 86

Court decisions
— Court dismisses racial bias suit, March, p. 59
— Supreme Court leaves intact ruling on circulation district managers, April, p. 34
— Award in stress case no landmark, May, p. 72
— Court dismisses damages award, May, p. 74
— Firing suit against daily dismissed, June, p. 90

Equal Employment Opportunity Commission
— Rosalie Gaull Silberman appointed to EEOC, Nov., p. 63

NLRB decisions
— Long-running discharge case still unresolved, Jan., p. 63
— NLRB again orders Guild to delete resignation proviso, Jan., p. 63
— NLRB rules deliverers are not employees, Feb., p. 49
— Union held entitled to information on plant sale, Feb., p. 50
— Resignation provision found illegal, March, p. 59
— Union's representation bid found inappropriate, March, p. 61
— Two attorneys named to NLRB, April, p. 35
— NLRB dismisses union's charges, April, p. 50
— Pagination dispute unresolved, June, p. 88
— NLRB orders daily to bargain with union, June, p. 88

Personnel relations
— Comparable worth: It's the leading job-discrimination issue, March, p. 24
— ANPA developing guidelines on pagination's effects on employees, March, p. 31
— Getting by on a reporter's salary, April, p. 33
— Newspapers act to eliminate sexual harassment in the workplace, May, p. 14
— Newspapers seek employees' opinions about working conditions, May, p. 22
— Newspaper employee attitude survey questions listed, May, p. 23
— Newspapers provide job opportunities to handicapped, June, p. 20
— Experts offer advice on managing, June, p. 43

Representation elections
— Austin (Texas) American-Statesman, ITU, Jan., p. 62
— Belleville (Ill.) News-Democrat, GCIU, IBT, Jan., p. 62
— Evansville (Ind.) Courier and Press, ITU, Jan., p. 62
— Hartford Courant, IBT, Jan., p. 62
— La Opinion, Los Angeles, IBT, Jan., p. 62
— Baltimore Sun, Guild, Feb., p. 50
— Cincinnati Enquirer, Guild, Feb., p. 50
— Columbus (Ohio) Dispatch, ITU, Feb., p. 50
— Escondido (Calif.) Times-Advocate, ITU, Feb., p. 50
— Manitowoc-Two Rivers (Wis.) Herald-Times Reporter, GCIU, Feb., p. 50
— Norfolk (Va.) Virginian-Pilot and Ledger-Star, Guild, Feb., p. 50
— Appleton (Wis.) Post-Crescent, CWA, March, p. 61
— Los Angeles Daily News, IBT, March, p. 61
— New Haven (Conn.) Register and Journal-Courier, ITU, IBT, March, p. 61
— Kingston (N.Y.) Daily Freeman, Guild, April, p. 51
— Newspaper Agency Corp. of Salt Lake City, IBT, April, p. 51
— Delta (British Columbia) Optimist, Guild, April, p. 51
— Memphis Commercial Appeal, ITU, June, p. 90

Strikes
— Newspaper strikes increased in '84, Feb., p. 49
— Tentative strike agreement in San Juan, March, p. 61
— ITU calls off strike against N.J. daily, April, p. 50
— Sunday strike settled in Philadelphia, May, p. 74

Union organization and policy
— ITU decries Teamsters "raids," Jan., p. 62
— GCIU, ITU to vote on merger, Feb., p. 48
— ITU officer says merger plan faulty, March, p. 59
— GCIU-ITU merger collapses, April, p. 48
— GCIU personnel vote for union, April, p. 51
— ITU sets July merger vote, May, p. 74
— GCIU's Brown says he'll step down in September, June, p. 88
— ITU sets ballot deadline, June, p. 88

General
— Newspapers at mid-decade: Employee Relations, Jan., p. 32
— UPI technicians settle, Jan., p. 66
— Contract covers correspondents, Feb., p. 50
— Deliverer is ruled independent contractor, March, p. 59

— Reinstatement order appealed, March, p. 60
— ITU disclaims unit, April, p. 51
— Daily sued by former columnist, May, p. 72
— Newspapers, ITU saluted for technology adaptation, May, p. 73
— Globe-Democrat Guild unit accepts cuts, May, p. 74
— Union withdraws from second election at Ohio paper, May, p. 74
— Guild files suit in St. Louis, June, p. 88

FREEDOM OF THE PRESS
[See also WORLD PRESS]

Access to information
— Exit polling law in Washington challenged by news organizations, Jan., p. 44
— Supreme Court remands FOIA cases because of new federal law, Jan., p. 45
— Judge vacates conviction of reporter found guilty of impersonation, March, p. 37
— ANPA opposes FOIA exemptions for postal records, March, p. 38
— Association formally opposes government agents posing as reporters, March, p. 72
— Presstime's Special Report on Reagan Administration Information Policies, April, p. 14
— They're fighting FOI battles in Canada, too, April, p. 17
— Avid FOIA user says process has bogged down, April, p. 20
— President Reagan's accessibility criticized, defended, April, p. 22
— FOI hotlines: Roles expanded for telephone services offering journalists legal guidance, April, p. 23
— Supreme Court affirms order invalidating Indiana law that prohibits disclosure, April, p. 34
— Hearings excluding public and press discontinued in mine disaster inquiry, April, p. 34
— Public left with "very little access" to CIA records, May, p. 41
— Bill to weaken FOIA advances in Senate, June, p. 55

Confidential source/reporters' shield
— News persons have qualified privilege to withhold identity of confidential sources and unpublished information in civil suits, court rules, Jan., p. 44
— Order requiring a reporter to disclose confidential source overturned, Jan., p. 44

Courtroom closure
— Camera coverage of state and federal court proceedings favored by majority of Toledo adults, Jan., p. 45
— Defendant's right to fair trial a factor in closed preliminary hearings decision, Feb., p. 31
— Court authorizes photographing, broadcasting and televising of proceedings in state's appellate court, March, p. 37
— Georgia trial judges have discretion to permit photographic coverage of trials, April, p. 34
— Ontario juvenile coverage law raises concerns, May, p. 41
— U.S. Chief Justice Warren E. Burger still opposes cameras in federal courtrooms, June, p. 39

Ethics
— Unenforced codes of ethics invite court action by critics of the press, Feb., p. 29

Libel
— California Supreme Court orders dismissal of libel suit against Reader's Digest and one of its writers, Jan., p. 44
— Rev. Jerry Falwell awarded $200,000 despite jury's findings that he had not been libeled by Hustler magazine ad, Jan., p. 44
— Summary judgment still very common, Jan., p. 45
— Column held opinion; libel complaint dismissed in Evans-Novak case, Jan., p. 45
— Time Magazine prevails in Sharon libel suit, Feb., p. 30
— Supreme Court denies review of libel cases, Feb., p. 30
— National Enquirer/Carol Burnett agree to settlement, Feb., p. 31
— E. W. Scripps Co. granted go-ahead in libel countersuit, Feb., p. 31
— Libel suits used as weapons against press, March, p. 34
— Virginia libel standard set, March, p. 37
— Westmoreland drops libel suit against CBS Inc., March, p. 37
— New York Post settles libel judgment against it, March, p. 37
— Former Philadelphia Mayor Frank Rizzo files libel suit against Philadelphia Daily News, March, p. 37
— Judge's instructions in Sharon case weighed by libel experts, April, p. 24
— Excerpts from judge's ruling in Sharon case, April, p. 25
— Libel suit against The Philadelphia Inquirer dismissed, April, p. 34
— ANPA panel to study state libel issues, April, p. 34
— Reporters required to make notes available in pre-trial discovery process to plaintiffs in libel suit, April, p. 34
— Judge says Florida libel suit "petulant" action, April, p. 35
— Unmerited libel cases trigger countersuits, May, p. 6
— Libel ruling in The Washington Post/Tavoulareas case produces alarm, May, p. 40
— Capital Cities Communications Inc. and former editorial writer appeal $1.1-million libel judgment, May, p. 40
— Presumed harm issue in libel cases studied by University of Texas law professor, May, p. 52
— Libel litigation expensive, regardless of outcome, June, p. 52
— Libel symposium scheduled in August, June, p. 55

Prior restraint
— Employee disclosure bill withdrawn, May, p. 42

General
— Court rules city's special gross-receipts tax schedule for dailies unconstitutional, Feb., p. 31
— Settlement reached in Santa Fe invasion of privacy suit, March, p. 72
— Awarding exclusive cable-TV franchises may violate First Amendment, April, p. 34
— Magazine violates copyright law by running excerpts of President Gerald R. Ford's then-unpublished manuscript, June, p. 55
— Guild, three others join First Amendment Congress, June, p. 62

GOVERNMENT AFFAIRS

General
— Newspapers at mid-decade: Government Affairs, Jan., p. 22
— Senate committee chairs change hands, Feb., p. 31

LABOR
[See EMPLOYEE RELATIONS]

LIBEL
[See FREEDOM OF THE PRESS]

NEWS-EDITORIAL

General
— Miffed Mobil still deals with Dow Jones, Jan., p. 38

— Reality remains elusive goal for reporters on campaign trail, Jan., p. 43
— Lottery decides order of press contingency pool, Jan., p. 52
— Newspaper companies on rotating pool listed, Jan., p. 52
— Panel drops subpoena issued by congressional committee to reporter, Jan., p. 52
— Electronic delivery of government releases expanding, Feb. p. 35
— Citizen's Choice has good news for press, Feb., p. 35
— Both news and advertising expand as the newspaper gets fatter, March, p. 8
— Ailing comic section to get boost from special interest group, March, p. 48
— Controvery rages over Doonesbury size, March, p. 49
— Getting by on a reporter's salary, April, p. 33
— Test of Pentagon press pool triggers concern about "leaks," May, p. 55
— Survey results in hand, editors turn to building credibility, May, p. 56
— Highlights of media credibility study, May, p. 57
— "Newsroom Management Handbook" prepared by ASNE, May, p. 58
— ASNE convention speeches available, May, p. 59
— Newspapers join others in missing children search, June, p. 6
— Child sexual abuse inserts distributed by newspapers, June, p. 7
— There's encouraging news about newspapers' credibility, and it's in the ASNE study, June, p. 26
— Panelists clash on what to believe about press credibility, June, p. 34
— "60 Minutes" producer suggests network TV "op-ed," June, p. 35
— Ueberroth pitches baseball's tie with newspapers, June, p. 36
— The Rev. Billy Graham says press is missing story of religion's resurgence, June, p. 39
— Print-TV cooperative a success, June, p. 61
— Snafus in press pool test prompt Pentagon meeting, June, p. 62
— Another look at findings of ASNE credibility study, June, p. 64

NEWSPAPER OWNERSHIP

Acquisitions/mergers/new publications/suspensions

— Recent acquisitions: Jan., p. 66; Feb., p. 53; March, p. 69; April, p. 54; June, p. 98
— Thirteen dailies lost in 1984, three fewer than in '83, Feb., p. 51
— Public Welfare Foundation sells its three dailies, Feb., p. 53
— Gannett makes two major acquisitons, March, p. 68
— Pulitzer-winning weekly snuffed out by loss of "legals," March, p. 68
— Montreal's only English-speaking Sunday paper folds, March, p. 68
— Current wave of media mergers likely won't subside until economy changes, May, p. 38

Joint operating agreement

— JOA buyout gets green light, June, p. 54

General

— Gluck says Globe-Democrat on track, Feb., p. 51
— Cowles stockholder sues directors, Feb., p. 53
— Settlement reached in Brown newspapers of California suit against Ingersoll Publications, March p. 37
— Suit slows Multimedia buyout, March, p. 68
— Newspaper sales in 1985 could be the most active since late '70s, April, p. 10
— Mega-merger fallout coming, April, p. 11
— K. Rupert Murdoch announces plans to launch new London paper, April, p. 41
— Media companies' anti-takeover strategies abound, May, p. 39
— Murdoch's proposed TV acquisition calls into question fate of papers, June, p. 94

NEWSPAPERS

Business and finance

— Newspapers at mid-decade: Four newspaper analysts' views, Jan., p. 36
— Miffed Mobil still deals with Dow Jones, Jan., p. 38
— Past due: Newspapers use various techniques to induce advertisers to pay up, Feb., p. 5
— Is the local business press a threat to dailies? Feb., p. 6
— Presstime's Special Report on Insurance, March, p. 16
— Newspaper Insurance Advisory Group listed, March, p. 19
— Costs of insurance for employees really add up, March, p. 22
— Libel insurance called necessity for small papers, March, p. 22
— Commercial printing is a sidelight of newspaper pressrooms, June, p. 14

Circulation [See CIRCULATION]

Electronic technology

— USA Today Update forms marketing partnership to sell Gannett's electronically provided information, Jan., p. 49
— French-language versions of front-end systems to be manufactured, Jan., p. 61
— Pagination is living up to its promise, March, p. 30
— Atex-Camex link advances, March, p. 57
— Television technology could be adapted to produce newspaper photos, April, p. 13
— Fiber optics facilitates fascimile technology, April, p. 26
— Computers soon to help agencies plan and buy newspaper ads, May, p. 20
— Presstime's Special Report on newspaper business software, May, p. 28
— Personal computers may offer power of a mainframe, May, p. 30
— Paper terminates development of computer-to-plate pagination, May, p. 68
— Associated Press manufactures its own laserphoto receiver, May, p. 68
— Educational software company develops create-your-own newspaper program, May, p. 84
— Daily develops way to improve color wire-photo reproduction, June, p. 76
— Detroit News VDT system keeps tabs on itself, June, p. 80

Equipment/machinery/processes

— Newspapers at mid-decade: Technology, Jan., p. 14
— TMC technical needs examined, Jan., p. 60
— Presstime's Special Report on buying equipment, Feb., p. 20
— Metal-patching substance saves on repair expenses, Feb., p. 43
— Marker cuts mailroom downtime, Feb., p. 45
— Pressure mounts to solve mailroom problems, March, p. 54
— Automated palletizing system helps solve mailroom problems, March, p. 55
— Survey reveals more newspapers use more scanners more often, March, p. 56
— Houston firm offers another way to make separations, April, p. 52
— Scanner survey results available, April, p. 52
— Capital-expenditure projections for plants, equipment rise, May, p. 66

Forecasts
— Preastime's Special Report on newspapers at mid-decade, Jan., p. 10
— Newspapers at mid-decade: An overview, Jan., p. 12

Free circulation publications
— Free weeklies file antitrust suit against Nebraska dailies, April, p. 34

Marketing/promotion
— Newspapers at mid-decade: Marketing, Jan., p. 20
— Newspapers at mid-decade: Promotion, Jan., p. 29

Minority employment/women
— Minority employment urged, March, p. 67
— Minority training programs varied and expanding, April, p. 37
— Committee takes steps to increase minority hiring in all departments, May, p. 82
— Study shows minority efforts "undermined," June, p. 37
— Newspapers need to provide more job opportunities for minorities and women, June, p. 45

Personnel
— Robert N. Brown: An innovator in the heartland, Jan., p. 42
— John Hughes: Crossing the fence one more time, Feb., p. 28
— Edward W. Estlow: Scripps Howard chief tackles big problems in the industry, March, p. 33
— Loren Ghiglione: Author, world traveler, national and regional leader, shatters stereotype of small-town editor and publisher, Apr., p. 32
— John Patinella: Circulation executive's competitiveness helps to make The Sun shine, May, p. 36
— William Hilliard: Once denied a paper route, now he's the editor, June, p. 25

Printing/presses
— To add "snap" to red spot color, mix yellow with magenta, Jan., p. 61
— ANPA offers to license ink manufacturers for production of ANPA-INK™, Jan., p. 51
— ANPA-INK performs better than expected, Feb., p. 44
— Newspaper ink testing encouraged, Feb., p. 45
— Rub-off test under study, April, p. 53
— New Harris press installed in Florida, April, p. 53
— Commercial printing is a sidelight of newspaper pressrooms, June, p. 14
— Debate on flexo vs. offset sparks clinic on technology, June, p. 43
— Blanket-cleaning system uses no chemicals, June, p. 78
— Italian newspaper printing full editions of all papers with flexography, June, p. 80

Publishing schedules
— P.M. publishers who went a.m. laud the move, Feb., p. 16
— Newspapers stand by decisions to merge a.m. and p.m. papers, Feb., p. 17
— Eight p.m.s shift to a.m. cycle; one reverts, May, p. 84

Suppliers
— Hastech Inc. lays off 46 staffers, Jan., p. 61
— Xerox to close its Shugart subsidiary, Feb., p. 45
— Kodak's "Run for the Money" contest entrants must register by March 11, Feb., p. 45
— Computek Inc. operating under Chapter 11, March, p. 56
— Publishers Equipment Corp. and Greater Buffalo Press sign contract for converting letterpress presses, March, p. 56
— Graphic Systems Division of Rockwell International Corp. acquires Printing Division of Creusot-Loire, March, p. 56
— Goss announces joint agreement with People's Republic of China to manufacture offset presses, March, p. 56
— Firm acquires rights to develop ANPA relational teletext system, March, p. 56
— Systems Integrators Inc. enters marketing agreement to sell laser image-setting devices, March, p. 56
— ICORE Corp. sold to Ramsey Engineering Co., March, p. 56
— Flint inks license; tests continue, March, p. 57
— Leveraged buyout of remaining ITEK divisions of Litton Industries Inc. proposed, April, p. 53
— Pacepack Corp. files for protection against creditors under Chapter 11, April, p. 53
— Kansa Corp. acquires Mailing Machine Systems, April, p. 53
— HCM Graphics Systems Inc. changes name to Hell Graphic Systems Inc., April, p. 53
— Imperial Metal and Chemical Co. agrees in principle to acquire assets of Richardson Graphics Corp., April, p. 53
— News Ink Division of General Printing Ink Corp. signs license agreement for ANPA-INK, April, p. 53
— Computek Inc. ceases operations, May, p. 68
— Unitex Inc. taken over by Indian Head National Bank of Nashua, N.H., May, p. 68
— Liber Systems Inc. changes name to Teragon Systems Inc., June, p. 80
— Eastman Kodak Co. acquires Eikonix Corp., June, p. 80
— Illinois company signs agreement with Holland firm to market Stork Contiweb splicer, June, p. 80

General
— Pulitzer board clarifies juror duties, Jan., p. 52
— Technology calendar: Jan., p. 61; Feb., p. 45; March, p. 57; April, p. 53; May, p. 67
— Florida dailies disagree on who's the "best," Jan., p. 66
— Press aids Ethiopian famine victims, March, p. 69
— Young publishers spark newspapers, May, p. 16
— Child sexual abuse inserts distributed by newspapers, June, p. 7
— Delaware gets newspaper preservation grant, June, p. 64

NEWSPRINT

Consumption
— October consumption by dailies, all users sets record, Jan., p. 58
— 1984 newsprint consumption sets record, Feb., p. 46
— 1985 consumption shows slight increase, April, p. 57
— Consumption continues upward trend, May, p. 79
— Newspapers' consumption increases, June, p. 84

Labor
— Four more mills settle, Jan., p. 57
— Most of '84 labor pacts have three-year terms, Feb., p. 47
— Three more mills reach settlements, Feb., p. 47
— UPIU, Crown Zellerbach in negotiations, April, p. 56
— Crown pact ratified at Oregon mill, May, p. 78
— Tentative agreement reached at Quebec mill, June, p. 85

Machines and mills
— No major expansions planned by U.S. paper companies, Jan., p. 57
— Joint venture to build 154,000-metric-tons-a-year newsprint mill planned, Jan., p. 57
— Quebec City newsprint mill to be modernized, Jan., p. 57

— Merger of St. Regis Corp. and Champion International Corp. approved, Jan., p. 57
— Renovation program for Maine mill announced by Great Northern Paper Co., March, p. 63
— Times Mirror Co. discusses possible sale of Boise Cascade Corp. subsidiary, March, p. 63
— Bowater Inc. completes sale of Newfoundland mill, March, p. 63
— Quebec machine to be converted to lightweight catalog and directory paper production, April, p. 56
— Historic find may delay mill construction, June, p. 85
— Abitibi-Price conversion of one newsprint machine scheduled for 1986, June, p. 85
— Richmond, Calif.'s, proposed mill to cost about $200 million, June, p. 85
— Nova Scotia Forest Industries to be renamed Stora Forest Industries, June, p. 85

Price increases
— Prices to rise to $570 per metric ton, March, p. 63
— Price increase delayed, April, p. 56
— Price hikes put off again; demand remains uncertain, May, p. 78

Pulp substitutes
— Kenaf paper-making advances reported, March, p. 63

Recycling
— Waste not, want not, newspaper finds, March, p. 62
— California city receives federal grant to study feasibility of waste newsprint mill, March, p. 63

General
— Newspapers at mid-decade: Newsprint, Jan., p. 30
— Financial report of paper companies, first nine months of 1984, Jan., p. 57
— Use of lighter newsprint edges up, Feb., p. 15
— Settlement reached on Canada's exports to Europe, Feb., p. 47
— Financial report of paper companies, 1984 v. 1983, March, p. 62
— Tracking of newsprint with bar codes moves closer to reality, April, p. 56
— Newsprint, Pressroom-II Seminar set for Oct. 10-11 in Chicago, April, p. 56
— British industrialist seeks control of Crown Zellerbach Corp., April, p. 56
— Possible sale of Publishers Paper Co. discussions end, April, p. 56
— Crown Zellerbach rejects latest Goldsmith bid, May, p. 78
— Speakers arranged for newsprint seminar, May, p. 78
— Goldsmith terminates offer for 78.5 percent of Crown Zellerbach Corp., June, p. 85
— Financial report of paper companies—first three months of 1985, June, p. 85

NEWS RESEARCH

General
— Newspapers at mid-decade: News Research, Jan., p. 28
— Confidence in press dips, according to Harris survey, Jan., p. 53
— Study finds volatility in newspaper reading and subscribing, Feb., p. 38
— Newspapers not as hard to read as some readability studies suggest, Feb., p. 38
— Bad news, not good, predominates early evening newscasts, March, p. 46
— American newspaper women express positive job attitudes, survey shows, March, p. 46
— Joint operating agreements appear not to affect the number of suburban papers, March, p. 46
— Study details major changes in newspapers' front pages, April, p. 46
— Call-in/mail-in polls may be inaccurate, April, p. 46
— Little connection shown between pre-season sports polls and tournament outcomes, April, p. 46
— Applications of research described, May, p. 52
— People who read newspapers are more likely to vote, May, p. 52
— Study reveals newspaper coverage of state legislators' activities scant, May, p. 52
— Presumed harm issue in libel cases studied by University of Texas law professor, May, p. 52
— Survey results in hand, editors turn to building credibility, May, p. 56
— Highlights of media credibility study, May, p. 57
— There's encouraging news about newspapers' credibility, and it's in the ASNE study, June, p. 26
— Another look at findings of ASNE credibility survey, June, p. 64
— Time and Newsweek magazines use an average of three or more anonymous sources per story, study shows, June, p. 64

OSHA
(Occupational Safety and Health Administration)
[See SAFETY/HEALTH]

POSTAL AFFAIRS

Rates
— Governors OK low third-class rates but vow to study cost issues, Jan., p. 48
— Two more free weeklies sue for rights to second class, Jan., p. 49
— Association asks court to reverse rate decision, Feb., p. 34
— Two appointed to rate-setting board, Feb., p. 35
— Postal form revised, Feb., p. 35
— Budget ax may fall on subsidies, March, p. 13
— Budget cut would cause 150-300-percent rate hikes, April, p. 42
— ANPA, four other groups lay out objections to new rates, April, p. 43
— Budget panel votes to curb postal funding, May, p. 49
— Publishers asked to assist in persuading postal service, June, p. 51
— Canadian second-class rate to increase 6 percent, June, p. 56
— Senate, House actions brighten picture for postal subsidy, June, p. 56

General
— Newspapers at mid-decade: Postal Affairs, Jan., p. 24
— K mart is your preprint place, Feb., p. 12
— ANPA studies Advo complaint on second-class non-subscriber mail, Feb., p. 34
— Second-class delivery: Postal officials and publishers speak out, March, p. 12
— ANPA issues guidelines on second-class non-subscriber mail, March, p. 38
— Advo complaint unfounded, USPS says, March, p. 38
— ANPA opposes FOIA exemption for postal records, March, p. 38
— Canada Post, workers reach impasse, March, p. 38
— USPS proposes rules to end use of second-class for TMC, April, p. 42
— Second-class forwarding policy changed, April, p. 43
— Babcock resigns as postal governor, May, p. 49
— Executives answer direct mail competition, June, p. 46

— ANPA calls proposed rules change for second-class TMC "unnecessary", June, p. 56
— Postal service abolishes rules requiring advertisers in shared-mail package to have separate third-class bulk mailing permit, June, p. 56
— U.S., Canadian dailies depending less on postal service for delivery to subscribers, June, p. 56

PRESS ORGANIZATIONS
[See also ANPA]

General
— 1984 APME reports available, Jan., p. 53
— UPI technicians settle, Jan., p. 66
— Center for Foreign Journalists to be located in Reston, Va., Feb., p. 33
— United Press Canada sold to competing CP, Feb., p. 52
— UPI posts first profit since 1963, says turnaround plan working, Feb., p. 52
— Does anyone miss the National News Council? March, p. 32
— INAME Foundation nears fund-raising goal, March, p. 42
— IPI reps complain to White House about licensing of foreign journalists, March, p. 49
— API slates three reporter field workshops, March, p. 49
— Inter American Press Association asks Panama to lift press restrictions, April, p. 40
— IPI members request journalist's release; Leonard named chairman, April, p. 41
— UPI negotiating with creditors as part of "restructuring," April, p. 54
— "Newsroom Management Handbook" prepared by ASNE, May, p. 58
— AP manufactures its own laserphoto receiver, May, p. 68
— NAB announces formation of industry-wide committee to examine "Future of Advertising," May, p. 70
— UPI board authorizes filing for Chapter 11 protection, May, p. 83
— Society of Newspaper Design sets deadline for design contest entries, May, p. 84
— AP announces expansion of graphics and coverage, June, p. 35
— UPI owners, managers try to end feud, June, p. 96

RAILROADS
[See TRANSPORTATION]

READERSHIP

General
— Newspapers at mid-decade: Readership, Jan., p. 16
— Consumer news holds its own, May, p. 24
— Small dailies drive home a point about consumer news, May, p. 26
— Young blacks' readership higher than that of white counterparts, May, p. 50

SAFETY/HEALTH

Hazardous materials
— Newspapers advised to check buildings, equipment for carbon-monoxide buildup in winter, Jan., p. 46
— Is oil a hazardous waste? Jan., p. 46
— Regulations demand employers address hazardous chemicals in the workplace, March, p. 26
— Film describes "Hazard Communication" rule, June, p. 54

Noise
— OSHA administrators to resume enforcement of hearing-conservation amendment, June, p. 54

VDTs
— ANPA contributes to VDT education project, March, p. 72
— Half of all states considering VDT legislation, April, p. 36

General
— ANPA study shows good safety record, Feb., p. 31
— Twenty-one U.S., Canadian dailies honored in safe-driving competition, June, p. 82

STRIKES
[See EMPLOYEE RELATIONS]

TAXES

General
— Court rules city's special gross-receipts tax schedule for dailies unconstitutional, Feb., p. 31
— Iowa newspapers no longer exempt from sales tax, Feb., p. 35
— Tax bills target circulation expense deductions, March, p. 36
— IRS eases rule on record-keeping for company cars, March, p. 36
— IRS hopes to award contract for automated service to monitor media coverage of its press releases, April, p. 35
— Newspaper business weighs options for responses on tax issue, April, p. 36
— House, Senate vote to repeal car records tax law, May, p. 42
— Bill passed repealing law requiring "contemporaneous" records to substantiate deduction for business use of automobiles, June, p. 55

TELECOMMUNICATIONS

Cable TV
— Washington Post Co. and Rainbow Program Enterprises plan to sell part interest in four regional cable television networks, Jan., p. 49
— Rate regulation of most cable TV systems could be eliminated within two years, Jan., p. 49
— Awarding of exclusive cable TV franchises may violate First Amendment, April, p. 34
— ANPA urges FCC to act on Cox Cable Communications petition, April, p. 35
— The Times Mirror Co. to sell Hartford cable TV system, May, p. 47
— Justice Department decides not to oppose cable systems swap, May, p. 47
— The Asheville (N.C.) Citizen-Times Publishing Co. closes its cable news venture, May, p. 47
— Cable TV franchising authorities may not regulate rates for basic cable services, May, p. 47
— Denver Post deal with cable firm gives Sunday circulation a boost, June, p. 96

Public policy issue
— BOCs allowed to offer link for incompatible computers, Jan., p. 49
— ANPA Committee focuses on everyday phone concerns, April, p. 38
— Greene says he's "comfortable" with AT&T breakup, April, p. 39
— New AT&T venture expanding, May, p. 47

Satellites
— AD/SAT, two other networks can deliver national ads by satellite, March, p. 42

— License sought for new type of satellite service, May, p. 47

Videotex, teletext
— Keycom Electronic Publishing lays off about 20 percent of its employees, Jan., p. 49
— Videotex Information Corp. expected to start taking paying customers for its new electronic catalog, Jan., p. 49
— Interactive, two-way system marrying home telephone, electrical and cable TV connections tested, Jan., p. 49
— Teletext service moves from experimental to commercial stage, Jan., p. 49
— AT&T considers starting videotex service, March, p. 40
— Harris Electronic News suspends operations, March, p. 40
— Knight-Ridder cuts Viewtron subscriber rate, March, p. 40
— Independent telephone company launches commercial videotex program, March, p. 40
— Business booms after videotex service drops news, April, p. 38
— Keyfax videotex subscribers allowed to query States News Service's Washington reporters, May, p. 47

General
— Newspapers at mid-decade: Telecommunications, Jan., p. 26
— FCC cites daily for "preferred" listings of its TV station, Jan., p. 45
— Plan to allow single entity to have ownership interests in up to 12 television stations adopted by FCC, Jan., p. 46
— Three new telecommunications networks expected to reduce communication costs, Feb., p. 11
— ANPA may play role in coordinating frequencies used by newspapers, March, p. 37
— Fairness Doctrine views reiterated, March, p. 37
— AT&T tariff opposed, March, p. 37
— Seattle Times develops portable computer, cellular radio unit, March, p. 40
— ANPA Telecommunications Department produces guide for negotiating contracts, March, p. 40
— ANPA proposes it be FCC certified as "frequency coordinating committee" for Relay Press Radio Service, April, p. 35
— FCC recommends Congress authorize it to collect "cost-of-regulation" fees, April, p. 39
— Request granted for waiver to use existing equipment to help protocol conversion, April, p. 39
— AT&T proposes new digital service, April, p. 39
— Two major categories of telephone tariffs under FCC review, April, p. 39
— ANPA says more time needed to shift microwave frequencies, May, p. 47
— Grassroots California electronic information service has 48 subscribers, May, p. 47
— FCC asks Congress for authority to use an auction to award initial licenses for some broadcast frequencies, June, p. 54
— Changes coming in telecommunications networks, survey shows, June, p. 60
— California considers extending press freedom to telecommunications, June, p. 60
— Murdoch's proposed TV acquisition calls into question fate of papers, June, p. 96

TRAINING

General
— Newspapers at mid-decade: Training, Jan., p. 33
— Photographers gain hands-on training in the pressroom, March, p. 14
— American Press Institute slates three reporter field workshops, March, p. 49
— More "hands-on" technical seminars scheduled, March, p. 50
— Minority training programs varied and expanding, April, p. 37

TRANSPORTATION

Motor carriers
— Teamsters/U.S. trucking industry contracts expiring, Jan., p. 51
— New teamsters pact wins ratification, June, p. 85

Railroads
— Bad weather rail reports available by Telex, Jan., p. 51
— Alleghany increases offer for Conrail, Jan., p. 51
— Conrail public sale proposal submitted to DOT, Feb., p. 47
— Panel urges extension of Canada rail rates, Feb., p. 47
— Congress studies DOT recommendation on Conrail sale, March, p. 63
— U.S. rail labor talks in mediation; negotiations continue in Canada, April, p. 43
— Bills introduced for Conrail sale, April, p. 43
— ICC approves Soo Line Railroad Co.'s proposal to acquire Midwestern core of bankrupt Milwaukee Road, April, p. 43
— ICC/Union Pacific System case declined for review by Supreme Court, April, p. 43
— Group of 25 investors makes bid for Conrail, June, p. 85
— Box car decision allowed to stand, June, p. 85

General
— Seaway tolls unchanged, Jan., p. 51
— Shippers get more time to pay bills, March, p. 63
— American Commercial Barge Lines Inc. now controlled by CSX Corp., April, p. 43
— Canada to reduce regulation in transportation industry, April, p. 43
— Average, per-mile cost of operating compact car increases 5.5 percent, April, p. 43

WORLD PRESS

FIEJ (International Federation of Newspaper Publishers)
— FIEJ to assess future finances, services, March, p. 39
— ANPA members may attend FIEJ meeting May 13-16, April, p. 40
— FIEJ awards Golden Pen to Philippine publisher, June, p. 58

UNESCO
— UNESCO delegates agree to allow U.S. to maintain observer mission, April, p. 41

General
— Newspapers at mid-decade: World Press, Jan., p. 25
— Schmidt loses appeal on licensing issue, Jan., p. 47
— Chile expels UPI Santiago bureau chief, Jan., p. 47
— Indian reporter for AP accused of sedition, Jan., p. 47
— Polish government officials issue warning to Western reporters, Jan., p. 47
— Editor of only major opposition newspaper leaves Nicaragua, Jan., p. 47
— Free press under fire in 1984: Killings, kidnappings, threats, Feb., p. 32
— Three U.S. journalists among 1984 victims, Feb., p. 33
— Center for Foreign Journalists to be located in Reston, Va., Feb., p. 33
— Host newspapers sought for Third World journalists, Feb., p. 33
— 1985 Golden Pen of Freedom winner held under house arrest by Philippine government since 1983, March, p. 39
— Jeremy Levin escapes Beirut kidnappers, March, p. 39

— Chilean press restrictions extended, March, p. 39
— International Federation of Journalists protests action of Indian government, March, p. 39
— White House gets flak on foreign-journalist credentials, March, p. 49
— Two newsmen killed, one kidnapped in separate Lebanon incidents, April, p. 40
— Inter American Press Association asks Panama to lift press restrictions, April, p. 40
— International Press Institute members request journalist's release; Leonard named chairman, April, p. 41
— President of Athens Publisher Union shot to death, April, p. 41
— South Africa's leading opposition newspaper to end publication, April, p. 41
— Uruguayan military government lifts severe press restrictions, April, p. 41
— Accused killers of Chinese-American writer go on trial in Taipei, April, p. 41
— K. Rupert Murdoch announces plans to launch new London paper, April, p. 41
— Study shows press cards would not have helped victims, May, p. 46
— Latin publishers outline woes, June, p. 40
— Jamaican Prime Minister Edward Seaga says press hyped disturbances in Jamaica, June, p. 41
— The Rand Daily Mail—outspoken critic of South African racial segregation policies—ceases publication, June, p. 58
— Italian journalists return to work, June, p. 58
— Case of Chinese-American journalist's shooting takes on another twist, June, p. 58
— Greek publisher and editor sentenced to five months in jail, June, p. 58
— Free-press groups drive home message at Red Cross meeting, June, p. 58
— Program helps media probe local ties with Third World, June, p. 62

ANPA

were involved in page layout, and Wigginton said the results were not exactly an art director's dream.

"By creating the design desk," he said, "we were able to train a smaller group of people whose first job is to do page layout that best communicates the decisions of the editors and satisfies our readers." All of the designers have news backgrounds.

Installation of the Triple-I system began in April, and production of editorial pages started in mid-May. According to Wigginton, by the middle of this month, all editorial pages will be produced on it, and advertising will follow in August.

The fourth pagination panelist, Managing Editor Jim Butler of the Alexandria Daily Town Talk, said the Harris 8300 pagination system installed there 14 months ago "has become a useful—and . . . perhaps now essential—tool."

Although there have been problems with the system, he said "the gremlins are appearing with less and less frequency. In fact, it is a rare day now when we have glitches of any kind with the 8300."

Butler said the Town Talk had two major questions when the pagination process began: Would the equipment help get the job done faster? Would it help the staff to do it better? The answer, reported Butler, "is yes in each instance."

"Our news-editorial department is closing nine pages in the last hour of prepress time," compared with four pages previously, he said.

As for qualitative improvements, Butler said the Harris system "does not make artists out of housepainters, but it does expand the vision and versatility of the more creative desk people on the staff."

Ultimately, he said, the Town Talk probably will set up a "central work station," similar in concept to the one at the Press-Telegram of Long Beach, where "layout specialists . . . can convert section editors' ideas into actual pages."

In the final presentation of the well-attended symposium, Assistant Managing Editor John Cranfill described how The Dallas Morning News expanded its graphics capability by using a computer system.

The Computer News Graphics system has enabled one artist to double—and soon triple—output, Cranfill said. The News is now expanding the system "by adding two more workstations to the present one for $33,000 more. That is equivalent to taking three artists and turning them into nine artists."

The system has enabled the News to cut part-time help, reduce overtime and eliminate free-lance assistance, which Cranfill said saves $12,000 to $15,000 a year in compensation. □

Good ideas for small newspapers outlined

A newspaper in the 15,000-circulation range can recoup the cost of a pagination system in three and "certainly no more than five years," according to Paul J. Zindell, president of The Register Star of Hudson, N.Y.

Zindell, one of the speakers at the symposium on "Innovative Ideas for Small Newspapers," told of the labor savings resulting from the Register's installation of a pagination system in 1984.

"We have found the system reliable, the training quite easy and the editorial acceptance exceptional," he said.

Zindell was joined on the panel by Steven C. Samer, a consultant advocating greater use of personal computers at newspapers; George E. Malone, technical service manager of Today in Cocoa, Fla., who talked about ways to diagnose trouble in circuit boards; and Edward R. Thomas, production director of The Daily Item in Sunbury, Pa., who described ways to use typical office photocopiers to reduce the load carried by newspapers' camera departments.

Concerning The Register Star's pagination system, Zindell said company policy required that it meet the standard of a three-year payback period.

The company paid $100,000 for a two-terminal Harris 8300 system, Zindell said. "With a savings of $45,000 per year, the system will pay for itself in less than three years, and that includes the cost of a maintenance contract on the hardware," he said.

The pagination system, handling only news, allowed The Register Star to trim its composing room from two full-time employees to one part-time person, Zindell said.

The Register was able to avoid buying a typesetter because it already had two APS Micro-5 machines, which could accommodate the pagination system. Without the APS typesetters, Zindell figured it would have been necessary to spend another $50,000 to $70,000.

He estimated the cost of a "full-blown" Harris pagination system—with a main computer, four terminals, two disk drives that can store 100 million characters or 800 broadsheet pages of information, a spare input-output circuit board, and a spare disk controller board—at $185,000.

In a word of advice to anyone shopping for new equipment, Zindell said, "It has become apparent to us that a pagination system really eliminates the need for a sophisticated front-end system," because the pagination system can take over some of the front-end functions.

Consultant Samer, who is general manager of Concept Publishing Systems of Beaver Dam, Wis., noted that pagination means different things to different people. He defined it broadly to include page and advertising layout, advertising billing, story layout and a variety of other functions. The hardware is available for that range of tasks and the software is coming, he said.

In the future, Samer said, "personal computers will play a direct role in pagination, from page layout to electronic tracking of ads." But even now, he maintained, PCs can do "most of the functions we used to think only big, costly computers could do."

While Samer and Zindell talked about factors that influence purchase decisions, Malone of Today addressed the problems of keeping systems up and running. For example, he said he has had great success in diagnosing trouble in circuit boards through use of the Huntron Tracker. The device enables a person to compare, on a video screen, the shapes of components that are suspected of being defective with good ones.

Malone said the Tracker has allowed him to see "bad links in chips" and repair circuit boards when spares were not available. The equipment has helped Today cut outlays for circuit board repairs and enabled it to do work in-house. Malone said his department is repairing six pieces of equipment per month "thanks to the Tracker, all on a $2,000-a-month budget."

Another way newspapers can save money is by using desk-top photocopiers to do work traditionally handled by the camera department, according to Thomas of The Daily Item. But he cautioned, "The obvious size and quality limitations of the device make it absolutely necessary to have an expert decision made about which work can be sent to the copier and which work must go to the camera."

The copier can be used for nearly all pieces of line artwork with exception of large reverses of white type against a dark background, Thomas said. □

Common ingredients of better quality are systematic measuring and monitoring

For The Hartford Courant, establishing standards for high-quality production first involved looking at how other newspapers did it.

"If there is one thing I will always remember from my days in the infantry, it's this: If you want to walk through a mine field, follow somebody," said Production Manager Stephen F. Carazo at the symposium on "Setting Standards for Quality."

Other symposium panelists addressing the topic of quality printing were Paul T. Lynch, color control coordinator at The Record in Hackensack, N.J., and Ray Maly, vice president of operations for The Columbian in Vancouver, Wash.

Carazo said a common denominator of newspapers striving for a better product is their institution of "performance ratios," inventory control programs, process control programs, standard operating procedures and quality audits.

Performance ratios measure the relationship between "results and resources." Carazo said measuring ratios, such as papers per hour, hours per page, cost per page, web breaks per roll, pasters per roll, percentage waste, etc., will assist in locating weak spots in an operation.

An inventory control program includes documentation and "visual and mechanical inspection" of materials purchased, Carazo said. He urged the executives not to be shy with suppliers about unsatisfactory materials, quoting a former production director from Oregon who said: "If you are unwilling to confront your suppliers about materials you believe do not conform to your required standards, then you will continue to receive the materials that I reject."

A good process control program involves listing all items and processes that must be measured, followed by checklists, charts and easy-to-read diagrams that can help to "quickly indicate when a process is out of control," he said.

Standard operating procedures, Carazo said, should "identify the procedure, state the goal of the procedure, enumerate the specific actions that must be taken and in what order, and provide for the accountability of its completion. It should encompass all of the manufacturing functions from raw materials input, through work-in-progress to production of finished goods."

A quality audit is "nothing more than a gigantic and comprehensive checklist of your existing total quality program." It includes a written report, he explained.

Above all, Carazo said, planning is crucial for any quality-oriented program. "If you don't have a plan to succeed, then you've got an automatic plan to fail."

Lynch of The Record described what he considers the four leading elements of a successful quality program—"total commitment from top management," education and communication, equipment/materials standards and testing, and quality evaluation.

Management commitment at The Record included appointment of a "quality coordinator" responsible for outlining proposed procedures and identifying "quality concepts" in scheduled presentations.

The quality coordinator works with advertising sales staff in showing advertisers what kinds of copy are needed for best reproduction. The coordinator also works with the editorial department, although "under no circumstances does the quality staffer tell editorial what to select for publishing. By the same token, editorial will not publish copy that has been determined to result in poor reproduction."

One of the most important materials for testing is newsprint, he said. □

180 join fun in presstime run on Canal Street

In the second presstime "fun run," 180 people braved the warm and moist New Orleans' air June 9 to finish a two-mile race on Canal Street, bordering the French Quarter.

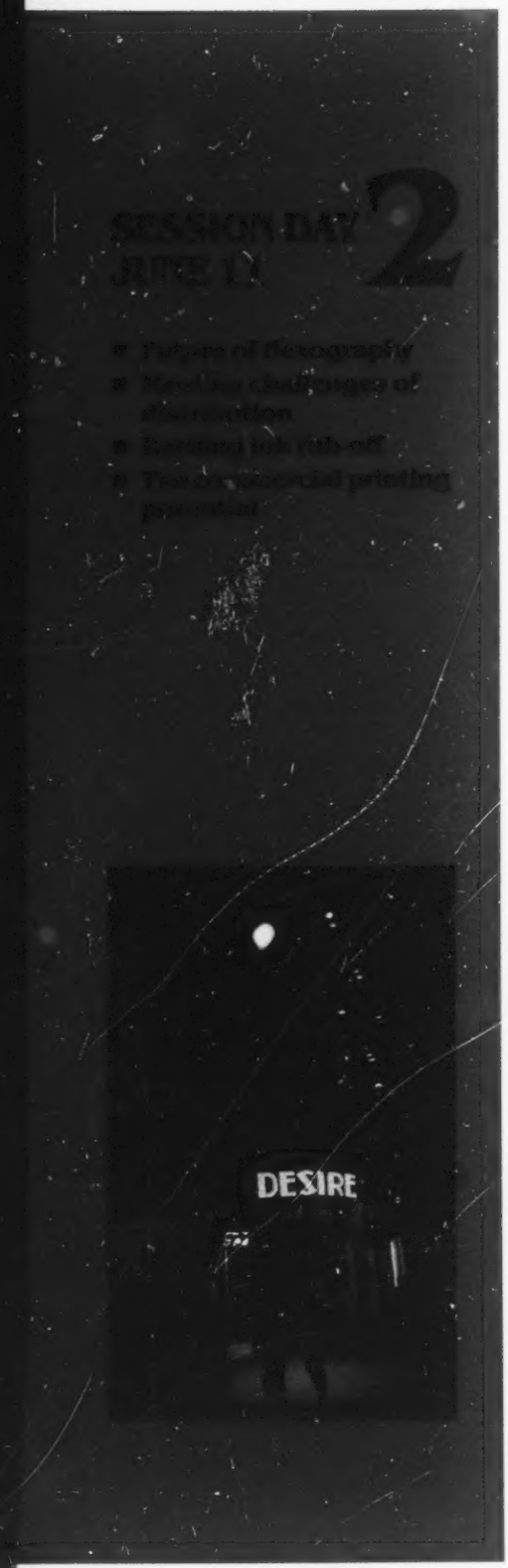
Before the early-morning start, a Dixieland band serenaded the runners, walkers and strollers, and New Orleans police cleared the downtown route of traffic.

The men's division was won by Edward J. Cloos Jr., publishing systems manager for Gannett Rochester Newspapers, who finished in 10 minutes and 50 seconds. Michael Nosal, a TV Data employee, was second at 11:07. Bill Rabe, president of Search Group Inc., finished third in 11:20.

The women's division was won in a time of 13:33 by Nancy S. Felton, assistant market manager of publishing systems at Atex Inc. Second place went to Irene Berregard, with a time of 14:33. She is the wife of Peter N. Berregard, production manager at the Press-Telegram of Long Beach, Calif. Patrice Johnsen, wife of Bernie Johnsen, technical sales representative for NAPP Systems (USA) Inc., was the third woman across the finish line. Her time was 15:59. □

C. David Rambo

Participants race down Canal Street in midtown New Orleans.



Unraveling the array of press options

Representatives of four press manufacturers brought fresh insight into the almost bewildering assortment of press options that newspapers have today.

James R. Price, president of Taft Equipment Sales Co. in Chicago, put the situation into perspective by observing: "Never before in the history of newspapers have you been able to have the luxury of choosing press equipment from so many suppliers or have so many options available.

"Only a few short years ago, you had one or two suppliers of one type of press," whereas 16 companies that manufacture presses were represented at the Exposition, plus numerous others that convert presses from one printing process to another.

As expected, most of the attention at the General Session on "Pre$$ing Decisions: Objectives—Opportunities—Options" was focused on the simmering debate over whether flexography will become a major factor in the newspaper press marketplace. But questions from the panel of four newspaper executives also suggested that more mundane matters continue to weigh on the minds of production specialists.

Three of the four officials from press companies said they believe flexography does indeed have a future at newspapers—but not to the exclusion of offset. Price was the dissenter, saying improvements in offset technology may keep "flexo" from making substantial inroads.

Flexography's strongest endorsement came from James K. Feeney, president of Windmoeller & Hoelscher Corp., which has produced flexographic presses for the packaging industry for many years.

The U.S. subsidiary of Windmoeller & Hoelscher of West Germany has headquarters in Lincoln, R.I. And in nearby Providence, the Journal and Bulletin are using W&H flexo presses in daily production. Units also are being tested at the Fort Lauderdale News and Sun-Sentinel.

Feeney also reported that W&H, working with Publishers Equipment Corp., has developed a system for converting letterpress units to flexography, and this currently is being done at the Denton (Texas) Record Chronicle and at Greater Buffalo Press, which prints Sunday comic sections and supplements.

The largest press company in North America, the Chicago-based Goss Newspaper Products division of Rockwell International, also is testing newspaper flexography. Lester A. Kraft, vice president and general manager, summed up Goss's position on flexo this way: "In a word, it is positive."

Kraft said the company's experience in tests at The Washington Post "has been gratifying. We have done what we set out to do; that is, put (in) a full press, prepare it for daily operation and get it ready to print flexo on a daily basis for evaluation of its capability."

However, he said that "press design frankly is ahead of the materials and chemistry at this point," citing problems with the water-based inks used in flexography as an example. Kraft emphasized that Goss will offer whatever type of press is best suited for a particular newspaper.

Edward R. Padilla, chief executive officer for M.A.N.-Roland USA Inc., picked up on the latter theme. He said the offset-versus-flexography debate will not result in one process to serve all newspapers. The key, Padilla said, is to match properly the strengths and weaknesses of a given newspaper with the strengths and weaknesses of the printing processes.

"Press design frankly is ahead of the materials and chemistry at this point."

"Will flexo become a viable printing process in the newspaper industry? You betcha! Will offset continue to be the dominant process in the newspaper industry? You betcha!" he declared.

M.A.N.-Roland, like Goss, plans to continue research and development into both. The company is testing flexo at The Miami Herald and is turning its facility in Middlesex, N.J., into a flexo engineering and manufacturing center for the parent

company, M.A.N. of West Germany. Meanwhile, M.A.N.-Roland has just introduced its Colorman offset press.

"Our decision was to significantly increase our R&D commitments" for both processes, Padilla said, "for we feel that both flexography and offset will find their individual niches in the marketplace."

As the dissenter, Taft Equipment's Price said the major stumbling block to flexography for newspapers remains problems relating to water-based inks.

"We do not believe that today the water-based flexo ink technology and plate technology are perfected to the point that, if I were a newspaper executive, I would order a major, complete installation of newspaper flexo. If I had to make a commitment today," Price said, "it would still have to be offset, because I believe you would have to go with a sure bet."

Furthermore, he said that he would still be comfortable with that decision five to 10 years from now, even if flexo's problems are solved, because "I'm certain that the offset print quality would be higher and more consistent."

Hedging his "sure bet" slightly, Price also said that if "stable" water-based inks are developed, and if "the other related problems" with flexo are solved, the press manufacturer his company represents—TKS of Japan—"will be ready to offer flexo or possibly other alternatives."

In the question-and-answer session that followed, Feeney of Windmoeller & Hoelscher said he has been "pleased with the progress" made recently in the effort to solve ink problems. He said the types of problems being encountered are "not terribly different from what we experienced in this industry" when offset was introduced as an alternative to letterpress printing two and a half decades ago.

But Price said he believes the anilox offset press, which uses a keyless inking system similar to that of flexographic presses, will emerge as a more attractive option. "We feel that if we're successful in field-testing (the TKS anilox offset press in Japan) that most of the advantages of flexo become obsolete, and we could jump a generation past flexo," he said.

Two of the panelists offered predictions of how flexo will fare.

Padilla of M.A.N.-Roland projected that within five years, flexo "will attain a 35-to-40-percent share . . . in the double-width metropolitan unit market."

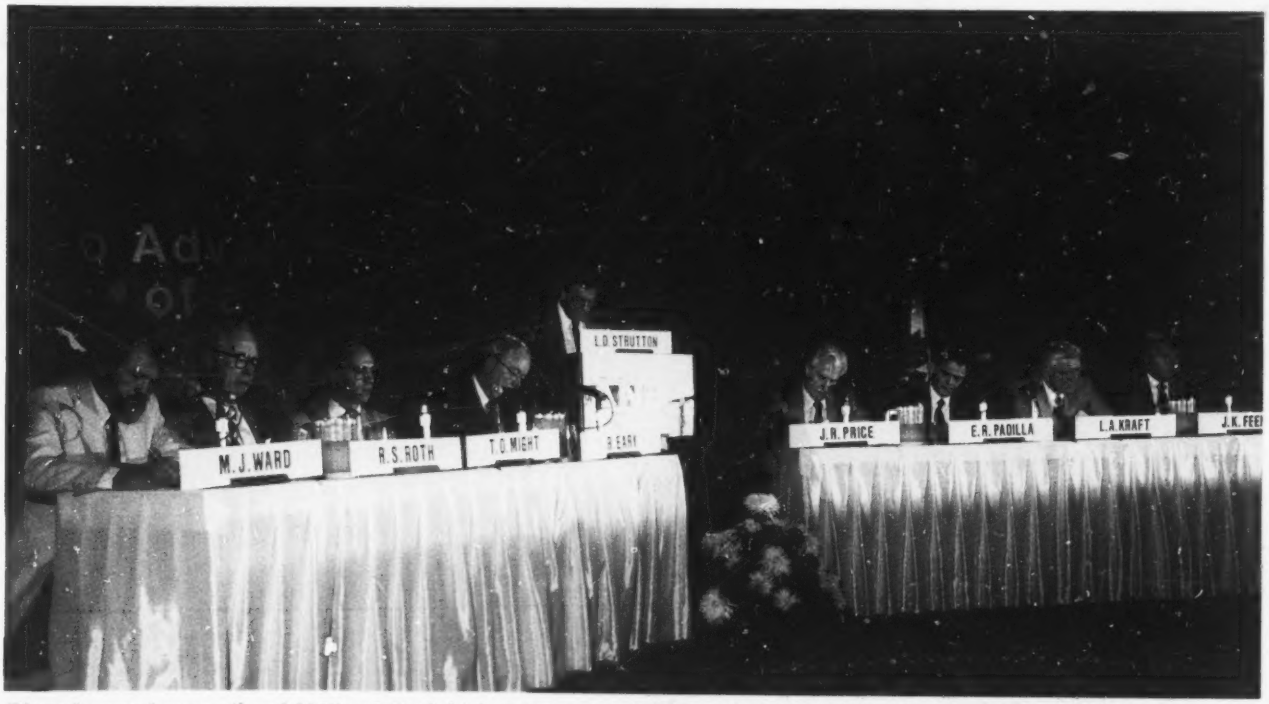
Goss's Kraft said flexo "could move up to a 15- to 20-percent share, primarily in large metropolitan newspapers not totally devoted to a lot of process color." Later he increased the upper limit of his estimate to 25 percent. Kraft agreed with Padilla that offset will remain dominant "for the foreseeable future."

The spontaneity of the lively session was most evident when moderator Larry D. Strutton, vice president/operations of the Los Angeles Times, invited a representative of Publishers Equipment Corp. in the audience to respond to statements by Padilla and Kraft that converting an old letterpress press to a more modern process usually costs 85 to 90 percent of the cost of a new press.

Evans Kostas, chairman and chief executive officer of PEC, which specializes in press conversions, said the work can be done for 50 to 60 percent of the cost of new equipment. He also said the time required is "much shorter" than the six months indicated by Padilla.

Also during the session, the press manufacturers:

- Said spare parts for older presses, including letterpress units, will continue to be available for many years.
- Acknowledged a shortage of good, experienced people in the field to fix presses. Moreover, they said little can be done about it in the short run because of the highly specialized nature of the work.
- Reported that computerized diagnostic devices on new presses will help a newspaper production department identify problem areas and schedule maintenance properly.



Discussing press issues are (from left) Minor J. Ward of Atlanta Newspapers, Ralph S. Roth of Knight-Ridder Newspapers, Thomas O. Might of The Washington Post, Ralph E. Eary of Scripps Howard, Strutton, Price, Padilla, Kraft and Feeney.

Newspapers of all sizes take action to meet growing demands of distribution

Newspapers' five biggest distribution problems are high inserting volume, the need to increase inserting speed, counting, zoning and preprint storage, according to a new ANPA study.

Speakers at the symposium on "Post-press Packaging: Preprint Predicament," outlined ways they are addressing those and other issues.

The findings came from a survey conducted by the ANPA Packaging and Distribution Task Force and were announced by Task Force Chairman James A. Cooper, assistant vice president/operations at The Washington Post.

Cooper, the symposium moderator, said the survey, in which 568 U.S. and Canadian newspapers responded to a mailing that reached 1,300 papers, revealed that the problems are common to most newspapers regardless of circulation size. "This challenge affects all newspapers, from the small, hand-inserting operations to the larger mechanized metropolitan newspaper."

He thus set the scene for the panelists to outline steps they are taking to meet post-press demands.

Dale E. Nissen, production director of the Houston Chronicle, said his paper in 1984 rented a 40,000-square-foot facility in an industrial park for use as a "working laboratory" to test ideas on how to "completely automate the mailroom/distribution processes."

At the facility, called "Southport," the Chronicle installed a Harris 1472P inserter, a Harris prototype stacker/tier called Boss 60, an Alvey 302 automatic bundle palletizer, IDAB belt conveyors and a stretch-film pallet wrapper.

"This equipment has been successfully handling our entire comics inserting operation for over a year," Nissen said. It will be moved to a new facility that will be a state-of-the art mailroom and distribution center where the Chronicle will "utilize the Boss style counter/stacker/strapper to feed bundles to automatic palletizers," he said.

Kathleen Hanley, assistant production manager of The Times Journal Co., Springfield, Va., which publishes daily newspapers distributed by second-class mail in the Washington, D.C., suburbs as well as other publications, said earlier deadlines were achieved after replacing seven off-line mailing machines with an ink-jet address printer.

The Ferag system offers "a whole new era of newspaper flexibility" in marketing.

"There were many reasons for us to find a better and faster way to address our products, but the most important was to gain more time for our editorial and advertising departments," she said. In the year and a half since making the switch, deadlines have been extended two and a half hours.

Hanley explained that the system involves four ink-jet stations each equipped with a six-head, ink-jet module. Stations are positioned before the stacker, which will "kick out" bundles according to ZIP code. "I believe the ink-jet system is well-suited to our operation where we deal with dense ZIP code concentration," she said.

The Sunday Times of Perth, Australia, has installed an on-line Ferag inserting system that Managing Director Brian Young called a "miracle worker" and "probably the most exciting new development to hit the newspaper industry since the introduction of the Linotype machine."

The inserter is capable of high volume and speed, and it reduces manpower costs "dramatically," Young said. "It can cut insertion costs to the client, in our case, by up to 50 percent. But perhaps most importantly of all, it makes zoning a piece of computerized cake and opens up a whole new opportunity for regional news inserts or commercial flyers."

The Times' inserting problems began in the mid-1960s when preprint demands began to build, eventually requiring 220 hand inserters every Saturday night "just to keep pace with the presses," Young explained. There were so many people crowding the plant that employees overflowed from the building out into the parking lot "with canvas awnings to keep off the rain. It was like a refugee camp: tent city."

But the technology has "meant more than mere efficiency," he continued. The Ferag system offers "a whole new era of newspaper flexibility" in marketing, he said.

Carl R. Loos, assistant general manager of the Times-Reporter, New Philadelphia, Ohio, described how his 30,000-circulation daily has added inserting equipment over the years to handle burgeoning distribution chores.

One part of his newspaper's challenge has been a growth in preprints from 151 insertions in 1975 to an expected 645 this year. □

Confronting a 'double-barreled dilemma'

Newspaper distribution is an increasingly high-tech-oriented phase of the production process, and newspapers should be planning ahead to keep pace with its demands.

That was the report from Gene McDavid, vice chairman of the ANPA Technical Committee, who said the task force envisions using computer technology as the "link between the production of the paper and the marketing/distribution of the product."

McDavid, vice president and general manager of the Houston Chronicle, said newspapers face a "double-barreled dilemma" with continued growth in the printing of ad inserts estimated at 6 percent annually. "We must devise efficient and flexible distribution systems to compete with direct-mail companies. This efficiency also will compete with our newspapers' ROP advertising, however. Some people would say we've got a monkey on our back!"

He advocated an "overall systems design plan" for newspapers of all sizes. "We can tailor each segment to the plan and bring it to reality as the technology and the time are right."

Closing the "management and control loop" may take 15 or 20 years, McDavid added. "But it is important that we begin planning today for that special high-technology newspaper we'll manage tomorrow."

Newspapers compare notes on reducing rub-off; favorable report issued on ANPA-INK tests

Ink rub-off was the main topic of the symposium on "Ink Issues: Rub-Off, Recycling and Regulation." ANPA-INK™ and reusing waste ink also came in for substantial discussion from the panel of newspaper executives.

The Times Journal Co. of Springfield, Va., found during its ink rub-off tests that the quality of newsprint was a key determinant affecting the rub characteristics of any ink, according to Michael Bella, vice president/production.

The company used six inks on newsprint supplied by three different manufacturers for its tests, he said. The controls were standardized using the same settings and instrumentation for all the tests.

Bella reported that the same inks showed different rub characteristics on different newsprint, with some inks outperforming others on newsprint from one supplier, then underperforming those same inks on another newsprint.

"I would recommend that if you are looking at low-rub inks," he said, "the first thing you should check is all your different newsprint. What may be low-rub on one newsprint will be different on another one."

Bella concluded that newsprint produced in the southern part of the United States performed better than Canadian newsprint in rub-off.

Charles J. Morrow, production director of the Los Angeles Times, said that since his paper's conversion to offset printing, ink rub-off has replaced poor reproduction as the most frequent complaint heard from subscribers.

Initially, the Times tried to reduce rub-off through the use of density-comparison cards and densitometers, Morrow said, but production conditions prohibited their effective use.

"We put our ink suppliers on notice to come up with a low- or no-rub ink," he said. "When it appeared that they weren't taking us seriously enough, we told them that the first one to come up with such an ink would get all of our business."

The Times still tests inks from all suppliers using a standard weight placed on tissue paper and moved over the printed area; a density reading is then taken from the tissue. Additionally, the paper has come up with its own test.

"All it amounts to is wetting your finger," Morrow said, "rolling it over the shadow area of the paper and then rolling your finger over the non-printed area of the paper—much like having your fingerprints taken. This is very effective."

Listing some of the paper's criteria for evaluating inks, Morrow said they must:

- Remain stable in bulk storage tanks for long periods of time
- Have minimal ink-train wash-up and press maintenance
- Be tack-stable to prevent paper linting
- Be quick setting to minimize page-to-page and pipe-roller setoff
- Have a wide operational latitude and good lithographic qualities
- Have proper rheology for ink fountain-injector flow and transfer
- Be affordably priced.

"The four brands tested thus far have fared well," Morrow said. "Ink rub-off has been greatly reduced."

Andrew C. Harteveld, Northwest Plant manager of The Washington Post, updated the audience on ANPA-INK, the non-petroleum-based ink developed by the Association.

The Post and other newspapers have run a series of tests on the ink during the past year, Harteveld said, and problems with grind, color and show-through have been corrected.

"The (production) run was a complete success," he said. "The papers were part of our regular circulation throughout the test run and there were no customer complaints."

In the Post's tests, Harteveld said, the letterpress ink:

- Ran well with excellent laydown
- Appeared to be cleaner, with a dramatic reduction of ink buildup on pipe rollers
- Had 235-percent better mileage than conventional news ink (14 pounds consumption per ton of newsprint versus 33 pounds for regular news ink)
- Showed a 30-percent improvement in rub resistance than regular news ink.

Although the ink has been licensed to ink companies, Harteveld pointed out, its commercial introduction is dependent on the availability of the natural hydrocarbon (tall oil fatty acid) that replaces petroleum hydrocarbons as the vehicle.

"However, if the ink companies receive enough requests for the ink," he said, "they will be able to order enough quantity (of tall oil) to get on the allocation list."

ANPA-INK black offset ink is at the same stage of development as ANPA-INK black letterpress ink was last year, Harteveld said, with successful tests having been run at the Charleston (W.Va.) Ga-

Robert J. Evans (left) of the Tacoma (Wash.) News Tribune, Norm Schieke of Herald Publishing Co., Puyallup, Wash., watch as Leonard Sturgeon of Flint Ink Corp. tests rub-off.

zette and Daily Mail as well as at the Post.

"There is still some research to do on colors and on the offset version of ANPA-INK," Harteveld added, "but it is an ink which can be available today."

Although Harteveld and others emphasized that petroleum-based inks are not an environmental hazard, the problem of disposing of waste inks has led the St. Petersburg Times and Evening Independent to a novel way of dealing with the disposal problem.

John L. Irvin, production manager of the St. Petersburg papers, said Environmental Protection Agency regulations and local ordinances are forcing newspapers to consider other alternatives to hauling waste, or slop, ink to dumps.

One alternative is recycling the inks, using centrifuge equipment developed by the J.M. Huber Co. This has economic benefits as well.

"If we pay 40 cents per pound to buy virgin ink and, conservatively, 11 cents per pound to dispose of it," Irvin said, "ink that lays fallow in the fountain sumps is an investment of 51 cents per pound.

"If it cost 12 cents per pound to recycle back to the virgin-quality ink we use on the press," he said, "we've effected a net savings of 39 cents per pound. You do have to get past the $91,750 capital and installation expense. In St. Pete, that has taken 14 months. But a 400-plus-percent return on investment is not too shabby."

The recycled inks are easily reconstituted for grind and viscosity, Irvin said, and the waste from the recycling process—mostly paper fiber and lint—amounts to a few pounds for every 120 pounds of ink processed and can easily be disposed. □

Commercial printing may be profitable sideline

The proliferation of offset presses producing high-quality color and the booming market for commercial printing combine to offer newspapers a lucrative sideline. That was part of the message of the symposium on "Commercial Printing—Your Tandem Market."

But panelists cautioned that newspapers entering the business will find themselves selling to a market that requires a different approach to pricing and production [presstime, June 1985, p.14]. They said advertisers are more exacting about acceptable standards of color and more willing to shop for the best price.

On the other hand, one speaker noted that commercial printing may be a way to recapture revenues lost in the shift from ROP to insert advertising.

"We have seen the erosion of advertising leave our broadsheets and appear down the road as free-standing inserts," said Kenneth S. Fleming, panel moderator and vice president/general manager of Newspaper Printing Corp., Tulsa, Okla.

When that erosion began, newspapers were not in a position to offer the high-quality, four-color reproduction some advertisers demanded, Fleming said. Now, he noted, more newspapers have offset presses able to use different inks and papers and produce quality well above that of the typical daily product.

Commercial printing also offers newspapers a chance to use the pressroom more efficiently, said Jonathan Markey, president of Gannett Offset Inc. in Rosslyn, Va. The pressroom represents most newspapers' largest single investment, and "to a large extent we let this resource sit idle," he observed.

Markey asked how the newspaper business could afford to ignore the potential revenue from printing inserts, television booklets, catalogs, advertising preprints, specialty publications and promotional materials.

Blackwell delivers remarks as fellow panelists Fleming, Rogers and Markey listen.

Free-standing inserts are "unquestionably" the largest part of the commercial printing market readily accessible to newspapers, he said. The volume, now estimated at 45 to 50 billion pieces annually, is expected to continue growing 4 to 8 percent annually, he said.

By printing inserts, newspapers also enhance relationships with customers. "You strengthen your position with the advertiser by being able to offer, for example, preprint work for a multi-store chain in your market," said John M. Roberts, publisher of The Victoria (Texas) Advocate.

The Advocate, which took its first commercial printing job 12 years ago, now serves 21 weekly newspapers and 24 other regular accounts, Roberts said, and "we believe we can triple that business in three years."

He added that the extra volume from commercial printing can help a newspaper qualify for newsprint discounts.

But there are pitfalls. High on the list is the need to figure costs adequately. Markey noted newspapers must decide whether depreciation should be charged to commercial printing operations or ignored under "the assumption that equipment is fully accounted for by newspaper operations."

James J. Rogers, business manager and director of production for the Oregonian Publishing Co. of Portland, said planning is critical in the selection of equipment and employees.

Rogers advocated hiring people experienced in commercial printing before bidding on a job. He also urged newspapers not to try to sell commercial printing work through its ROP sales force.

Another factor newspapers need to consider is "storage and handling," Rogers said. "High-grade commercial paper is not rolled around on the floor like newsprint. It must be carried on a dolly or truck."

Storage problems were also an issue for McCormick Graphics, the commercial printing arm of McCormick & Co. Inc., publisher of the Alexandria (La.) Daily Town Talk. Production Director Joe M. Blackwell said the problems arose because "we had to stock a variety of newsprint weights, widths and colors in order to meet the needs of our customers." □

Conference sidelights

Bigger and bigger

The ANPA Exposition of newspaper equipment, already the largest in the world, is now in a pattern of getting bigger year by year.

During the drawing in New Orleans for booths at the 58th OMC&E next year in Atlanta, 182 vendors contracted for 280,000 net square feet of exhibit space—15,000 square feet more than the record New Orleans total.

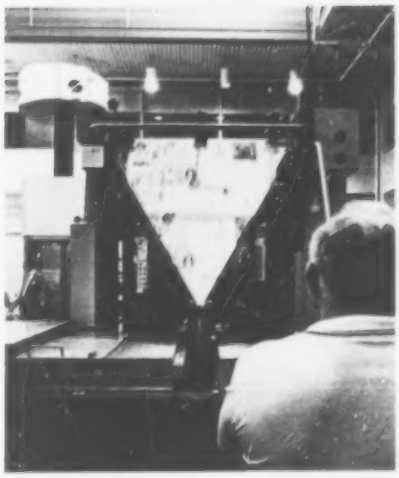
The June 21-25, 1986, Exposition will consume all of halls A, B, C, E and F of the Georgia World Congress Center. At last year's show in Atlanta, which totaled 230,000 square feet, only parts of halls A and C were used, along with all of halls B, E and F.

Conference Director Peter P. Romano, ANPA director/technical services, also noted that the ANPA event continues to attract a number of exhibitors and attendees from many countries.

This year's attendance of 10,054 included 697 people from outside North America.

A winning idea

Some of the biggest crowds on the Exposition's second afternoon appeared at two booths not because of newspaper production equipment on display but because of some broadcast equipment—television sets. The attraction was what turned out to be the final game of the National Basketball Association championship series between the winning Los Angeles Lakers and the Boston Celtics.



Solna press exhibit attracted many visitors.

Red carpet treatment

Feet and yards were too puny a measure for the carpet laid in the aisles of the Rivergate and the Convention Center: It totaled four miles. Crews spent 10 hours installing the red carpet in the Rivergate and 15 hours in the Convention Center.

Wheeling and dealing

One of the more unusual exhibits was Compugraphic's, which featured demonstrations of front-end and ad-layout equipment inside three Airstream buses. Company officials said the $80,000 vehicles are being used to make sales calls on newspapers. The big vehicles, they reported, get 9-10 miles per gallon.

A General Session audience responds to a humorous remark.

Belittling flexo's muscle

A flyer slipped under hotel room doors by an unknown group called "The Committee for the Preservation of Offset in Newspaper Printing" elicited more amusement than consternation from the advocates of the technology it attacked—flexography. But one Conference speaker, flexographic press manufacturer James K. Feeney, took on the sheet directly when he asserted that flexography is not "a pie-in-the-sky pipe dream," as the mysterious missive claimed.

OMC&E Arrangements Committee Chairman Ungaro (right) jokes with Dr. Howard Brown, medical director of The New York Times.

A symposium snafu

Dale E. Nissen of the Houston Chronicle discovered late Monday afternoon while preparing for the "Post-press Packaging" symposium the next day that his videotape presentation was defective. He theorized that the magnetic medium had been affected by an airport X-ray machine.

At 7 p.m., he asked another Chronicle employee at the show, O. W. (Sandy) Fine, what could be done about it.

Fine went into fast forward, hopping a plane for the home office.

That night, with a company video cassette recorder and another one rented at 10 p.m.—using one to play and one to record—he pieced together a substitute show from master tapes the Chronicle keeps of its equipment and production operations. With three hours' sleep, he flew back to New Orleans and arrived before the 11 a.m. start of Nissen's symposium.

Systems industry in a 'bloodbath'

"Whited sepulchers filled with dead men's bones."

That biblical quote and a slide of a graveyard with tombstones bearing the names of defunct front-end vendors set the tone of the Wednesday General Session on Electronic Directions.

The session, with the secondary theme "Our Future Electronics: BYTEing The Bullet," consisted of a panel of newspaper executives and executives of four companies that sell front-end systems: Atex Inc., Autologic Inc., Hastech Inc. and System Integrators Inc..

While other vendor representatives explained their firms' corporate postures relative to future systems development, SII President James P. Lennane painted a dire picture of the status quo among vendors and chastised newspapers for contributing to their woes.

"The systems-vending side of our industry is undergoing a bloodbath of red ink," he said.

With the corporate graveyard for a backdrop, he said: "Unless this outflow can be permanently reversed, there will be 50-percent fewer vendors in two years. Even the survivors will be too weak from the war of attrition to continue development of products which the industry has sought for almost two decades."

Lennane said three principal problems confront the vendors:

- The unwillingness of newspapers to pay for software
- Their unwillingness to pay for services
- Vendors' price wars.

The decreasing price of hardware and the demands for discounting on multiple-site software purchases by newspaper groups—demands that vendors' sales forces often grant—have eroded the vendors' capital base for software development, Lennane said.

As the cost of computer hardware to vendors decreases, he said, newspapers press for ever lower prices. But, he added, "at the same time, the vendors' cost of software development has skyrocketed."

Also, Lennane said, newspapers fail to acknowledge the large capital costs involved in service support. The price of that support in the newspaper business has lagged behind that of related industries, he claimed.

Lennane asks compassion for vendors.

"The provision of free service has become so ingrained in industry thinking that any attempt to impose license, support or usage fees usually results in a shouting match combined with naked, verbal threats that 'You will never sell another system,'" said Lennane. "While the remainder of the data-processing industry has accepted software service fees—which run 15 to 18 percent per year of a software package's price or approximately 4 to 6 percent of the capital-equipment purchase price—these figures are totally rejected by the newspaper industry when applied to production-oriented systems."

Lennane said newspapers frequently pay 10 to 15 times less for software support than actual cost and that half of SII's technical personnel are assigned to maintaining and supporting the system at newspapers.

Although newspapers often don't see the service and maintenance support, he said, the costs of being ready for the infrequent emergency are still there.

"Business practices in the past have allowed the costs of ongoing support services to be buried in new sales," he said. "However, as the sales growth levels off and the initial price of the systems de-

clines, the cost of providing low-cost services to a large installed user base becomes prohibitive.

"It's time to start thinking of emergency services as a form of insurance which must be paid for on a continuing basis," he said. "I doubt if you can buy insurance only for the day your building burns down—and then after it has happened."

Regarding the price wars, Lennane said that if only the profitable vendors went to the ANPA Conference & Exposition, there would be few booths.

SII is considering ways of offsetting the hidden expenses involved in systems development, he said, such as charging $4 per page for pagination, 15-percent per year of the capital value of equipment for complete service support and leasing systems instead of selling them.

"While some of these plans may sound radical," he said, "they are simply an attempt to adjust income to outflow and to guarantee adequate funding for the difficult and challenging product development which the newspaper industry desires."

Lennane added: "I often hear newspapers extol the virtues of a viable vendor community—just so long as they aren't the ones paying for it. Everyone wants to go to heaven, but nobody wants to die to get there."

In response to questions from the newspaper executives on the General Session panel, the other three vendor representatives agreed with most of Lennane's contentions—particularly those having to do with software support.

On another subject broached by the newspaper panel—the need to establish software standards to make different systems work together—the four vendors disagreed on the ways to establish them or if they are needed. □

Sky's still the limit for newspaper electronics, although innovation may emanate elsewhere

Conference-goers were told that electronics will play even greater roles at newspapers in years to come, but the lead in many technologies has moved from newspapers to other industries.

In the General Session segment on "Electronic Horizons," David H. Goodstein, president and chief executive officer of InterConsult of Cambridge, Mass., said newspapers can take credit for being early innovators in the technological revolution.

The drive for advanced newspaper systems in the early 1970s, he said, led to the development of the systems found throughout the corporate world today.

However, Goodstein added, newspapers are no longer at the cutting edge in the introduction and implementation of advanced technology.

"Now, we are witnessing the start of a reverse migration in which software systems, workstations and imaging devices perfected for the new corporate electronic publishing market will begin to find their way in large numbers into the newspaper environment," he said.

Goodstein said that as much as 10 percent of a corporation's revenues are consumed publishing manuals and brochures. "By 1989, corporations will publish four trillion pages per year, enough to cover the continental USA three pages deep from sea to shining sea."

Moreover, 200,000 corporations are able to justify $5.2 billion in outlays for electronic prepress equipment this year, he said, "a far cry from the cozy club of 1,700 dailies produced in the USA" that will spend $200 million for similar equipment.

For these economic reasons, the vendors have turned their attention to the corporate market, he said, but many of the developments "will be inclusive enough to address newspapers' problems." And newspapers stand to garner economic as well as technological benefits from the activity directed at corporate publishers.

For newspapers, Goodstein said, "the era of pagination, dream of a decade, breaker of hearts, minds, careers and bank accounts is finally about to begin. The long crusade is over. If newspapers no longer directly drive the leading edge of publishing technology, they also no longer have to foot the bill alone."

A specific technology in which newspapers pioneered but no longer lead is that of electronically transmitted art, according to John R. Werner, who spoke on "Electronics in Magazine Publishing." News weeklies have held the lead for nearly a decade, he said.

Satellites, which raised transmission speeds and cut costs, have played a key role in this switch, said Werner, director of research/operations and product development at Publishers Services International of Carlstadt, N.J., a subsidiary of U.S. News & World Report magazine.

A next big step will hinge on further development of a high-resolution, economical photocomposition unit "that will incorporate text and graphics in position on a single piece of film or paper" that can be transmitted at lightning speed, he said.

Such speed is also necessary for the use of new imagesetters now able to produce high-resolution color for magazines. Those imagesetters can require a transmission rate the equivalent of 32,200 words per second to send all the information required for transmitting graphics.

Voice-grade telephone lines typically transmit at a rate of about 100 words per second, Werner said. His company has used specially conditioned leased lines able to move data at the equivalent of 200 to 350 words per second.

In the past, much slower transmission speeds sufficed because of a system that relied on character and halftone designs stored in typesetters at remote printing plants.

"We're hoping someone will combine these two approaches," Werner said. "That is, economically store the letter font designs in the remote typesetting device but integrate text with rasterized . . . information on the fly."

In the other part of the General Session, N.S. (Buddy) Hayden reported on AD/SAT, a proposed satellite advertising delivery service for newspapers.

Hayden, AD/SAT's president and chief executive officer, said the company plans to launch a commercial service next year.

It is being designed to enable ad rep firms to transmit national advertising facsimiles electronically to newspapers that are members of the AD/SAT network. The ads will be received via Associated Press satellite dishes on unattended, flatbed scanning devices located in newspaper plants. Cost for each newspaper will include an annual $7,500 affiliation fee.

Hayden said AD/SAT, a unit of the Robert Wold Co., expects eventually to serve about 500 newspapers that have at least $700,000 in yearly national advertising sales.

A system test, scheduled for this year, will involve 12 newspapers. □

The factors determining selection and use of scanners vary from paper to paper

Color scanners are so new to most newspapers that proper use is still open to discussion at those that have them, while buying the right one is paramount to those that don't. Thus the symposium on "Scanning the Scanners" was essentially a critique of how some newspapers bought and use the equipment.

One panelist, Scott C. Cornish, quality assurance assistant at USA Today, said the national daily uses a mixture of scanners to accommodate its color needs: Crosfield Electronics 645S and 625S color scanners and Scitex America Pixet and Pre-Sponse color prepress systems.

The paper uses the Crosfield scanners to produce the separations and feed the Scitex systems, said Cornish.

The Pre-Sponse system can correct color and crop and size pictures prior to recording, Cornish said. "The Pixet system is a more sophisticated computer prepress imaging system than the Pre-Sponse." It does airbrushing, gradation changes and color correction changes with masks. "Images can also be rotated, mirrored and dot-etched," he said.

USA Today also uses the Scitex Satlight transportable scanner to transmit color pictures from remote sites such as the Olympics and last summer's political conventions.

Cornish said USA Today chose the Crosfield scanners because they can handle double-truck images. Scitex was chosen because the firm was developing the Satlight unit.

Another panelist reported that Syracuse Newspapers Inc. based its decisions to purchase a Royal Zenith 3040 scanner initially, followed by a 4050 model made by the same firm, on ease of operations, reliability and cost.

Production Manager Michael Stern reported that by 1980, the Syracuse dailies were spending $37,000 annually for 300 separations produced by a commercial shop. "Clearly, economics dictated that the time had come to purchase a scanner," he said.

Although his company bought new scanners, Stern suggested that papers with a tight budget consider acquiring used ones. "They might want to consider a used 3040," he said. "They sell in the $15,000-to-$20,000 range," compared with $200,000 and up for a new model, "and are supported by Royal Zenith."

For Newsday, the choice of color scanners was simple, said Operations Director James Norris. Hell Graphics Systems is based and assembles its scanners on Long Island , N.Y., where Newsday is located. He said the proximity means, among other things, same-day service when the color scanners falter.

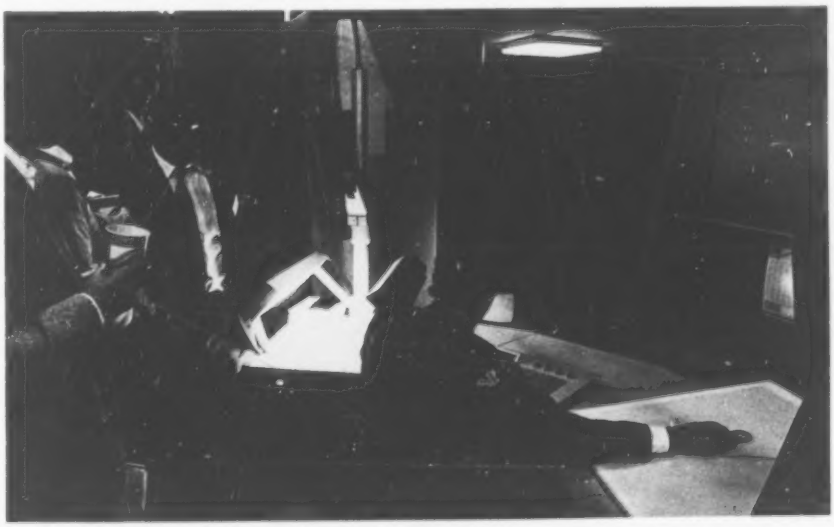
The Hell scanner used at Newsday has achromatic color removal—that is, removing neutral colors and replacing them with black—"so we anticipate an ink savings of about 25 percent compared to printing regular chromatic color halftones," Norris said.

Achromatic color removal is also part of the Crosfield system used by USA Today and The Commercial Appeal of Memphis. Jimmy V. Hamilton, director/data systems and production at the Memphis daily, said this means saving about $100,000 annually for printing process colors in his paper.

However, Hamilton pointed out that Crosfield was slow in implementing achromatic color removal and some other software features. He also said that unlike Crosfield's "excellent" training program, its service department "does not rate as well. A very serious complaint is that they won't return a phone call. Fortunately, the scanner is a reliable piece of equipment and the need for emergency service has been limited."

Both Hamilton and Cornish of USA Today said Crosfield's maintenance program was one reason the papers have in-house technicians trained to service the equipment. □

Moderator James E. O'Dell of The Orlando (Fla.) Sentinel listens to Cornish.



Hell Graphic Systems Inc.'s NewsPlan Station is a pagination device with color graphics and enhancement capability. It accepts data from video cameras and video tape.

Newspapers find success in establishing their own computer servicing programs

To keep computers humming, four newspapers use techniques that vary from writing software to wide-ranging searches for obsolete parts.

Three of the strategies outlined at the "Keeping Your System Up" symposium shared a reliance on in-house staff for computer maintenance rather than on vendors or third-party contracts. A common reason mentioned by the newspaper executives was that vendors often were no longer in business when newspapers needed help.

The Toronto Star in-house maintenance crew regularly must replace parts no longer made, said T. Michael Clarke, the paper's publishing systems manager. "The Star has for many years been largely produced on prepress or publishing systems that are indeed quite defunct and definitely obsolete," he said.

But an obsolete system has some virtues, according to Clarke. By pushing back investment in a new system, he said, managers buy time to get a potentially "clearer reading of general trends" in publishing technologies.

In return for flexibility, the Star has been put to the trouble of setting up what Clarke called a "multi-tiered support program" to keep its computers running consistently.

The program requires examining all the system's aspects and figuring how to solve a problem quickly; having correct, working spares for every component; and thoroughly training and encouraging dedication in technical staff.

"The case for adequate training cannot be oversold," Clarke said. "No one appreciates being asked to do a job without the right tools."

The Star also spends a great deal of energy locating parts for its computers. Referring to the search for replacements for two "ancient" computer systems, Clarke said "One came out of a tube-bending plant in New Jersey, while the other materialized from someone's basement in the Catskills. We located them by dint of hours on the phone, tracking down leads and negotiating with the strangest people."

To assure dependability, "we have adopted the dictum that all repaired components have to be tested in the live system," he said.

The Cincinnati Enquirer "has moved very slowly into the position of maintaining all computer systems in-house," said Francis M. Price, vice president/production.

Quipp Inc. exhibited beltstream conveyor.

The Enquirer installed its first company-owned computer system in 1972. "Over the past 13 years, maintenance contract costs have become a real financial drain in only the last three," Price said. The rising costs forced the Enquirer to drop its maintenance contract and to train staff for the job.

In offering advice on third-party maintenance contracts, Price suggested newspapers be sure the service company has enough spare parts; get service people's histories "so you can be assured they are competent"; only list equipment requiring third-party maintenance and do "whatever else in-house"; try to get a penalty fee for times when a breakdown affects costs; and remember "these people are looking for business—wheel and deal."

At the Rocky Mountain News in Denver, the expense and problems that accompanied vendor maintenance contracts made the newspaper decide "in-house maintenance was a better alternative," according to Marion W. "Pete" Walker, production director.

So the newspaper formed a Technical Services Department responsible for "all electronic maintenance throughout the plant," he said. The schedules of the department's 11 people are set to cover 24 hours six days a week and one shift on Sunday.

Besides maintenance, the staff plays a part in equipment selection and configuration and decisions on the "amount of backup hardware purchased, " Walker said. They also "frequently write or modify diagnostic software for several of the computer systems," he said.

The Charleston (W.Va.) Newspapers were the only ones represented on the symposium panel that do not repair computer hardware in-house. They rely for such maintenance and repair on a contract with IBM.

Production Director Kenneth K. Kniceley said that in the early 1970s, the company was "among the first such operations in the world to install and develop a 'multi-system' operation that would bring all departments and facets of the company into one computer system."

At that time, the data processing department increased from one to two people. Now the "newly named Information Systems Department consists of 16 people and two large rooms full of computer machinery," Kniceley said.

He said the company has acted on the belief "that production systems should, and could, run on a central computer with a central database. We further believed that one terminal should serve everyone," and a special terminal for each production function was "not the best and most economical approach." □

Tapes available

Cassette tape recordings are available for all but one Conference session. Prices are $8 for a recording of one symposium and $16 for one General Session. A full set costs $114. Shipping charges are extra. The talk by Thurman R. Pierce Jr. of J. Walter Thompson Co. was not recorded at his request. Tapes can be ordered from Acts Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011.

Personal computers making big inroads into many facets of newspaper production

What can do text editing, keep personnel files, generate a mailing list, let you know when press maintenance is needed and enable financial executives to analyze the budget?

Personal computers can do all these things and countless others, according to panelists at the symposium on "PCs: Effective Usage by Newspapers."

One speaker, Rockford Smith, assistant vice president of Stauffer Communications, even said new PC laser printing devices like Apple Computer's plain-paper "LaserWriter" marks the "beginning of another revolution in newspaper production."

Smith lauded the marriage of the LaserWriter and Apple's Macintosh personal computer, which can create graphics, design ads and then print them quickly.

Moreover, Smith said the Apple machine could lead to a "boom in small newspapers—community, weekly, trade publications and shoppers, to name a few. . . . We already have seen a competing shopper, using a Macintosh and a LaserWriter printer, open in one of the towns where we operate a daily newspaper. This is only the beginning."

"In short," he said, "the price of getting into the newspaper business or operating a newspaper has just dropped."

A LaserWriter printer and three Macintosh computers cost less than $15,000, Smith said. They "would be sufficient to produce the text, headlines and most advertising of a typical weekly newspaper and probably some daily newspapers."

Image quality of the LaserWriter is not quite as good as copy from a phototypesetter, he said, but a phototypesetter is "only marginally better," and improvements to the laser system are on the way.

Although possibilities are almost endless for graphics and other editorial work, one of the first Macintosh applications is in advertising. Display and classified display ads can be created and ready for paste-up in as short a time as 10 minutes.

Smith noted that the low cost of the Macintosh may spur some advertisers to purchase their own Macintoshes and make up their own ads.

Newspaper typesetting software is being developed for the Macintosh and IBM personal computers that will work with laser and conventional mechanical printers, Smith noted.

Another panelist, Stephen B. Waters, vice president of the Daily Sentinel in Rome, N.Y., said his paper has found that a PC-based data-processing system "has all the function [of larger computers] at less than 60 percent of the cost."

The secret of a successful PC operation is linking the machines together through a local area network, or LAN, said Waters. "It makes each PC . . . seem to the user to be part of a single large computer." Common data can be retrieved by multiple users the same way it can be retrieved in larger, mainframe systems.

Such "distributed processing" leads to "greater safety," Waters said. It means that "29 of our 30 PCs—all but one—can fail and we can still publish."

Waters offered his listeners three tips on purchasing personal computers:

1. Evaluate a sales pitch very carefully. "A salesman's job is to sell systems. Some know the technical aspects of their products and some do not."

2. Read *The Mythical Man-Month: Essays on Software Engineering*, by Fred Brooks; it's "non-technical, humorous and enlightening." Also, "demand documentation in advance from your potential vendors during the selection process."

3. Take notes. Keep a log book [on] every meeting, every telephone call, every problem, every solution, every gripe. And talk to each other and compare notes."

Also in the symposium, Publisher Joseph P. Albrecht said the Cookeville [Tenn.] Herald-Citizen set up standard bookkeeping with Radio Shack computers and modified business software. The cost was less than $21,000.

The system resulted in "new-found latitude. We were actually causing the computer to do things our way . . . instead of adjusting our methods to accommodate the computer." The Herald-Citizen this year expanded its use of PCs to the circulation and classified ad departments.

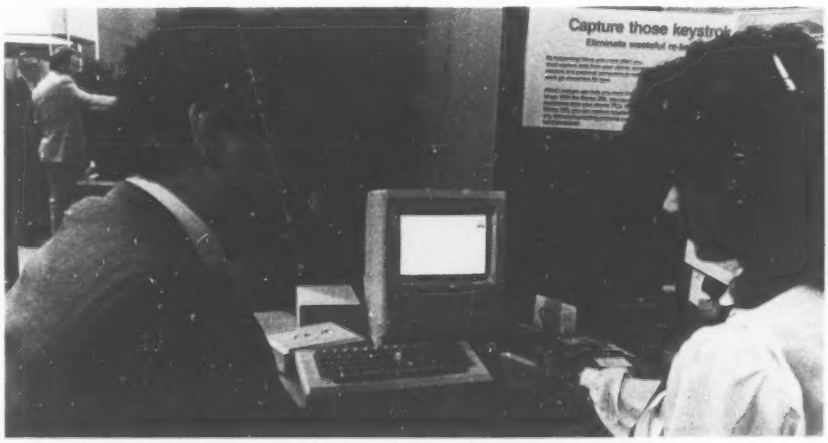
The Home News of New Brunswick, N.J., last year put personal computers in four funeral homes so funeral directors can send obituaries to the newsroom electronically, reported James P. Quinn, vice president/production and systems.

"This success," he said, "convinced us to broaden our objectives to display and legal advertising in order to reduce keyboarding in those departments and to get ready for the eventual installation of an ad makeup system."

The Home News convinced an automobile dealership that using a personal computer for car advertising "would make their own operation more efficient, besides giving them faster transmission [to the newsroom] and eliminate errors."

It also would allow the dealership eventually to transmit ad copy to other newspapers. Quinn suggested that the newspaper business consider establishing standardized computer codes used in the electronic transfer of such outside copy. □

Texts of Conference speeches available are listed on p. 69.



Sandra Randazzo of Allied Linotype demonstrates interaction of Apple Macintosh PC and Linotype imagesetter to Jack Powers, president of Interactive Features, New York City.

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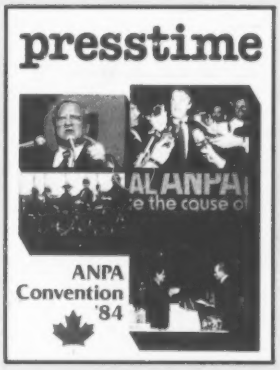

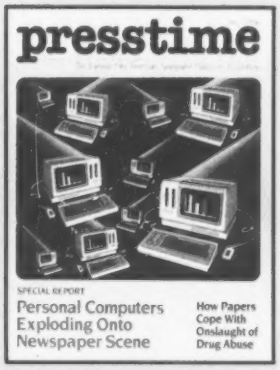
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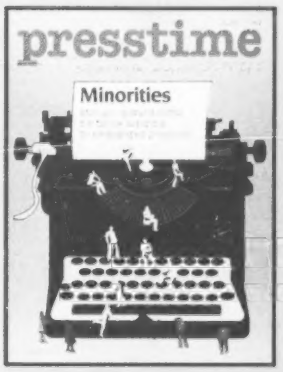
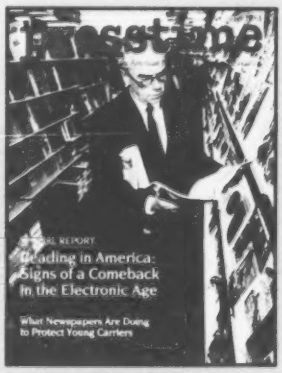
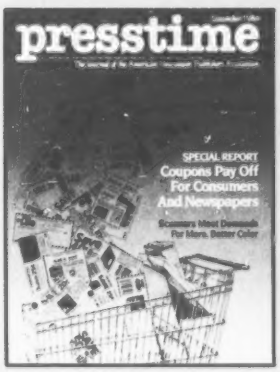
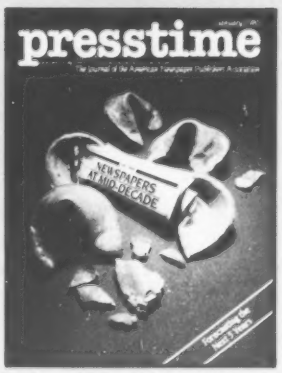
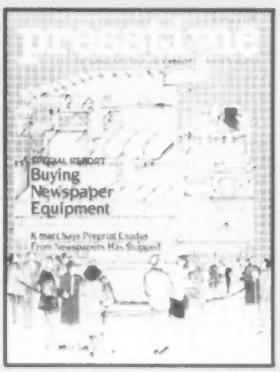
How Papers Cope With Onslaught of Drug Abuse











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COURTS

Supreme Court rules SEC cannot stop publication

As the U.S. Supreme Court approaches the end of its current term, it has issued decisions in two free-speech cases.

It held that:

- The Securities and Exchange Commission cannot enjoin publication of financial newsletters.
- States cannot prohibit certain kinds of advertising by lawyers.

In *Lowe et al. v. Securities and Exchange Commission*, the court held 8-0 that the agency cannot prohibit Christopher L. Lowe from publishing investment newsletters because he is not registered as an "investment adviser" under the Investment Advisers Act [presstime, Feb. 1984, p. 30]. Lowe had been registered until 1981 when the SEC revoked his registration because of his convictions for misappropriating an investment client's funds, serving as an investment adviser without registering with the state of New York, tampering with evidence and stealing from a bank.

The court's June 10 decision reversed a ruling of the 2nd U.S. Circuit Court of Appeals.

In the opinion written by Justice John Paul Stevens, the court said that so long as Lowe's newsletters remain "impersonal" and do not give individualized advice to clients, they fall within the law's exclusion for "bona fide" publications.

Although the court originally accepted the case to determine the constitutionality of the SEC's action, the majority said there was no need to decide that issue.

In a separate, concurring opinion, Justice Byron R. White said the SEC's action was unconstitutional.

"The application of the Act's enforcement provisions to prevent unregistered persons from engaging in the business of publishing investment advice for the benefit of any who would purchase their publications . . . is a direct restraint on freedom of speech and of the press subject to the searching scrutiny called for by the First Amendment," said White, who was joined by two other justices.

The court's ruling was applauded by press representatives.

"Prior restraint has no place in our system of freedom of expression and the court's action is consistent with that view," observed W. Terry Maguire, ANPA vice president/general counsel.

"Although the high court decided the case on technical grounds, it is a major First Amendment victory for the public and the media," said Peter Prichard, associate editorial director of USA Today and chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi.

The other free-speech case, *Zauderer v. Office of Disciplinary Counsel of the Supreme Court of Ohio*, involved Philip Q. Zauderer, a Columbus, Ohio, lawyer who was publicly reprimanded by the Ohio Supreme Court for a 1982 newspaper ad offering to represent clients in suits against the manufacturer of the Dalkon Shield, an intrauterine birth-control device.

The state court said the ads violated state rules against using illustrations and soliciting or accepting legal employment through ads containing information or advice on a specific legal problem.

In its May 28 decision, the U.S. Supreme Court struck down those rules as unconstitutional but left standing some mandatory disclosure requirements. □

COURT BRIEFS

- The 2nd U.S. Circuit Court of Appeals has upheld a lower court ruling that The Day Trust, owner of the daily newspaper in New London, Conn., is exempt from federal tax laws governing **private foundations.** The June 5 decision means that the trust need not divest The Day [presstime, May 1984, p. 51]. The ruling came on appeal of the Internal Revenue Service.

- Circuit Judge Maynard F. Swanson Jr. May 17 dismissed an amended libel complaint filed in Pinellas County, Fla., by WTSP-TV against the **St. Petersburg Times** and Times television critic Karl N. Vick. Swanson had dismissed the original complaint in February [presstime, April 1985, p. 35].

- A case in Ohio is raising the question of whether a newspaper focusing on financial information can be held **liable for misinformation.**

The Franklin County Court of Appeals ruled that Phil Gutter of Columbus, an investor who lost money in an investment deal, can sue Dow Jones & Co. over incorrect information printed in The Wall Street Journal. The case was remanded to the Franklin County Municipal Court, where it originally was dismissed on a legal question.

Dow Jones will appeal the decision to the Ohio Supreme Court.

- The full U.S. Court of Appeals, District of Columbia Circuit, June 11 agreed on a vote of 7-2 to a request by The Washington Post to rehear William P. **Tavoulareas' libel case** against the Post.

A three-judge panel of the court had ruled in April in favor of the former Mobil Oil Co. president [presstime, May 1985, p. 40].

- The Massachusetts Supreme Judicial Court has refused to establish rules to shield reporters from having to reveal confidential sources and unpublished information.

Gov. Michael S. Dukakis' Press Shield Law Task Force had asked the court to adopt rules amounting to a qualified **reporter's privilege.** But the court said instead that it will let law in this area develop on a case-by-case basis [presstime, Dec. 1984, p. 33].

Newspaper cases keep courts busy in Cookeville

Newspapers in Cookeville, Tenn., have been filing lawsuits at a furious pace. "Everyone's just sued everybody," observed J. Patrick Williams, publisher of The Dispatch, a tri-weekly newspaper.

First into court was Cookeville Newspapers Inc., owner of the daily Herald-Citizen, which filed suit in Chancery Court for Putnam County against its former circulation manager. The company seeks to recover at least $50,000 in newsrack receipts it alleges Lee R. Hardin converted to his own use before the newspaper fired him in March.

Hardin has denied the allegation and, in court papers, claims the money was taken from newsrack sales and "used for padding of circulation on home-delivered routes" with the knowledge and approval of the Herald-Citizen's president, Joe Albrecht.

In a counterclaim, Hardin alleges Al-

brecht decided to blame him for the circulation padding because the Herald-Citizen was preparing to sue its competitor and wanted to get its "house in order."

Three of Hardin's claims against the Herald-Citizen—wrongful discharge, malicious prosecution and abuse of process—were dismissed by the court June 21. A fourth claim, "outrageous" conduct, remains. Hardin has asked for $500,000 in punitive damages as well as costs and expenses for defending himself.

Shortly after the Herald-Citizen filed its suit against Hardin, The Dispatch signed a warrant for the arrest of Charles Denning, the Herald-Citizen's executive editor, on charges of petty larceny for allegedly stealing copies of The Dispatch from a newsrack. It published photographs it said were of Denning removing copies of The Dispatch from a rack. After a preliminary hearing in the General Sessions Court for Putnam County, the case was sent to a county grand jury.

Denning's attorney, Robert L. DeLaney, said his client "maintains his innocence."

Most recently, the Herald-Citizen filed suit in U.S. District Court charging Dispatch Publisher Williams and his father, V.D. Williams, with submitting "falsely and fraudulently" inflated circulation reports since 1980 to trade directories and to the U.S. Postal Service. It also charges The Dispatch with advertising improprieties, including a "double billing" scheme for co-op advertising. The suit alleges violation of federal laws, including a racketeering statute, and a state consumer protection law.

The Herald-Citizen is seeking unspecified monetary damages and legal costs. In late June, it planned to drop a request that The Dispatch be ordered to print the text of the court's judgment in the case once a week for 12 consecutive weeks.

The two Williamses have denied all charges, according to M. Arnold Peebles, attorney for The Dispatch. Peebles called the lawsuit "just something to cost that newspaper a lot of money and hurt them bad enough to put them out of business."

On the matter of The Dispatch's financial standing, the paper's owner, Osia Williams, wife of V.D. Williams, last September filed for Chapter 11 bankruptcy protection. In late June, she filed in U.S. Bankruptcy Court for a temporary injunction to block the Herald-Citizen's federal lawsuit because it had not been sanctioned by the bankruptcy court.

Meanwhile, The Dispatch reported on June 16 that it had agreed with the bankruptcy court to a July 26 public auction to dispose of "certain real property and certain personal property." □

LEGISLATION

Reagan proposes no tax change for circulation expenses

The Reagan administration's new tax revision plan does not contain any proposal to change the tax treatment of newspaper circulation expenses.

However, it would remove a reference to newspaper circulation expenses from a list of tax "preferences."

The section of the tax code dealing with circulation expenses, Section 173, became a target for congressional tax bill writers seeking to close tax "loopholes" because it was listed as a preference, according to Martin Casey, ANPA manager/government affairs.

Casey said the Reagan proposal "makes sense" because Section 173 was not intended as a tax preference but as "a clarification that all circulation costs qualify as regular business tax deductions."

Two bills pending in Congress would require that circulation expenses be amortized over five- or 10-year periods instead of being deducted in the year in which they occur, as Section 173 allows [presstime, April 1985, p. 36].

Both the House Ways and Means Committee and the Senate Finance Committee have begun hearings on the administration's tax proposal. They are expected to last the summer. □

ANPA warns against duty on Canadian newsprint

ANPA has expressed concern to a congressional subcommittee that several bills it is considering have the potential of exposing Canadian newsprint to an import duty.

The bills in question would allow for countervailing duties to be imposed on products brought into the United States if they are produced from a natural resource that is owned or controlled by a foreign government and that has been sold to manufacturers at less than fair market value.

Under the bills, in order for the duty to be imposed, U.S. producers would have to prove they have been injured by the practice.

In a June 11 letter to Rep. Sam M. Gibbons (D-Fla.), chairman of the House Ways and Means Committee's Subcommittee on Trade, ANPA Executive Vice President Jerry W. Friedheim stressed the United States tradition of duty-free importation of newsprint. "Duty-free printing paper is consistent with our philosophies of free speech and press," he said. □

REGULATIONS

Oregon legislators pass VDT bill

The Oregon legislature has passed a bill authorizing the director of the Workers' Compensation Department to establish guidelines for the state's procurement of video display terminals and related equipment.

The director is also authorized to develop voluntary guidelines for private employers in connection with an educational program. The bill passed the Oregon House June 12; it had been approved earlier by the Senate [presstime, April 1985, p. 36].

The bill's passage marked the first time a measure other than a so-called "study" bill, such as approved in Rhode Island last year, has been passed by a state legislature. Gov. Victor G. Atiyeh had not signed the bill at press time.

In other developments on the VDT front:

- Dr. Irving J. Selikoff, director of the Environmental Sciences Laboratory at the Mount Sinai School of Medicine in New York City, will initiate a four-year study on whether the terminals pose a health risk to pregnant workers.
- The Center for Office Technology has been established in Washington, D.C., by the Coalition for Office Technology to serve as a source of information on issues related to the use of the machines. ANPA contributed $20,000 to support the activities of this national coalition of manufacturers and users of VDTs [presstime, March 1985, p. 72]. □

Free newspaper files complaint over 2nd-class rates

Tri-Parish Journal Inc. of LaPlace, La., publisher of a free-circulation weekly newspaper, filed a complaint with the Postal Rate Commission over its not being allowed to use second-class postal rates. The commission June 10 said it will hear the case.

The Journal's June 7 complaint followed a decision in May by a judge in U.S. District Court, where the newspaper had filed suit against the Postal Service on the same issue. Judge Peter Beer said instead of suing in federal court, the Journal first should file a complaint with the rate commission. But he also said if the commission does not act promptly on the matter, the Journal again may seek court action.

In a related development, Times Publications Inc. of St. Louis, publisher of an "urban newspaper" called the Weekly, asked a U.S. District Court to strike down Postal Service rules prohibiting that free paper from using second-class.

Times Publication's suit against USPS becomes the fourth such case [presstime, Jan. 1985, p. 49]. In all of them, free newspapers label "unconstitutional" postal rules that—on the basis of their not being "paid" or "requested" publications—deny them the relatively low rates and good service of second-class mail.

The first paper to file such a suit, The Enterprise of Winchester, Tenn., won a favorable ruling from a U.S. District Court, and the U.S. Postal Service appealed to the 6th U.S. Circuit Court of Appeals. That court has scheduled oral argument Aug. 7.

ANPA filed a friend-of-the-court brief on behalf of the Postal Service in the Tennessee case. And W. Terry Maguire, ANPA vice president/general counsel, said the Association will file comments with the rate commission in the new Louisiana case contending the Tri-Parish Journal's complaint is without merit.

ANPA has said the Postal Service should be content-blind in deciding which publications are entitled to second-class rates. The "bright line" that Congress drew between second- and third-class mail is whether or not the public requests, or pays for, the material it receives, ANPA has said.

Tri-Parish Journal, which publishes the River Parishes Sun and distributes it by third-class mail in three Louisiana parishes west of New Orleans, said the "subsidizing of non-free newspapers" through in-county, second-class rates "while denying the same privilege to a free newspaper is arbitrary, capricious and is a denial of equal protection of law" under the Fifth Amendment.

The Journal also said the rules violate First Amendment rights.

The Journal asked the commission to hear the case within 90 days and to issue a decision within 90 days after the hearing. Judge Beer had said if the commission fails to act within those time frames, the free-paper company can take its case back to court.

The commission said it will proceed "as expeditiously as possible." □

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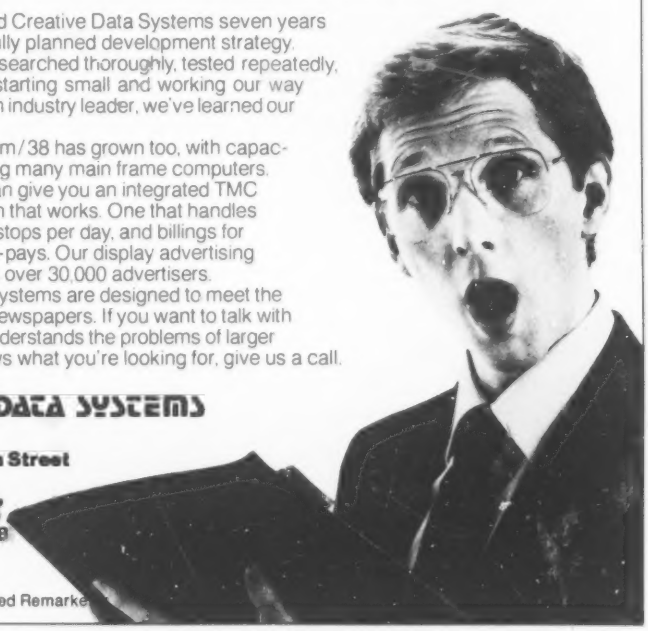

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Rules change eyed

The U.S. Postal Service is contemplating another change in its rules affecting newspapers mailed second-class to non-subscribers.

The proposal was made June 13 during a settlement conference on a complaint Advo-System Inc. filed against so-called "second-class TMC" programs.

The conference, held at the Postal Rate Commission, where Advo filed its complaint, did not result in settlement. Further proceedings are scheduled July 8.

The new USPS proposal, which may replace an earlier one that effectively would disallow the non-subscriber practice, is more loosely worded than the first. Although the second leaves more room for interpretation, Tonda F. Rush, ANPA counsel/government affairs, said, "I'm not sure this is an improvement.".

Under the original rules-change proposal, newspapers would be prohibited from mailing a second issue on a day that another regular issue appears. ANPA filed comments against that proposal, saying it amounted to "unneeded problem solving" [presstime, June 1985, p. 56].

Under the new proposal, the Postal Service would apply "objective criteria" to determine whether an "issue" is eligible for second-class rates. The proposal states: "Among those criteria are signifi-

Rates uncertain as funding level is undecided

The outlook for some second-class mail rates remained uncertain in June, as a House-Senate conference committee had yet to resolve differences on how much to earmark for the "preferred" mail subsidy. It covers in-county newspapers and those mailing fewer than 5,000 copies outside the county of publication.

The House voted to allocate $871 million for the so-called "revenue foregone" subsidy, which in effect compensates the Postal Service for revenue lost in lower, "preferred" rates. The House-endorsed funding level would permit rates to remain close to levels established in an existing, 16-step phasing schedule. The program currently is at step 14.

The level of funding approved by the Senate was $100 million [presstime, June 1985, p. 56]. □

for 2nd-class TMC

cant differences in mode or scheme of distribution from other 'issues' of the publication; significant differences in advertising/editorial ratio from other 'issues' of the publication; and significant differences in subscriber/requester and nonsubscriber/nonrequester distribution from other 'issues' of the publication."

Content of an issue "is not a relevant factor and may not be considered in this determination," it adds.

Rush, in "initial reactions" to the proposal, said ANPA has two main concerns. One is that the proposal carries an implication "or a presumption or even a base suspicion that enhanced frequency [of publication] changes the rules." ANPA also is concerned about the "route of inquiry" in determining whether a particular issue qualifies for second-class rates.

"These criteria," Rush said in a letter to Frances G. Beck, USPS associate general counsel of the Office of Rate & Classification Law, "seem to say to a newspaper: You may exceed 75-percent advertising on occasion as the [Domestic Mail Manual] allows; you may distribute to nonsubscribers as the DMM allows; you may mail your newspaper or deliver it yourselves; but if you do anything differently on one day of the week than on all others, you have violated the above rules." □

UPI correspondent's detention is reminder of Lebanon dangers

Lebanon remains a dangerous place for journalists.

In a bizarre episode that occurred just hours before the June 14 hijacking of TWA jetliner 847, a correspondent for United Press International was kidnapped, driven around Beirut in the trunks of several cars, questioned and then released.

For reasons of safety, UPI has not revealed the name of the correspondent, a British national who returned to work immediately after the incident. His captors were also not identified by UPI.

This episode increased to at least three the number of journalists kidnapped for some period of time while working in Beirut over the past 15 months [presstime, April 1985, p. 40].

Two are still missing: Terry Anderson, Beirut bureau chief for the Associated Press who was abducted March 16, and Jean-Paul Kauffman, a French national who disappeared May 22 while on assignment for a French weekly, L'Evenement du Jeudi.

The two journalists are among a dozen Westerners who were taken hostage prior to the June 14 hijacking and who are still missing. In a June 19 telegram to President Reagan, the Foreign Press Association joined with relatives of several of these hostages in requesting that their safe return be made part of any agreement reached with the terrorists concerning the TWA passengers and crew. □

Equipment sought for Caribbean newspapers

The World Press Freedom Committee, which seeks used or reconditioned equipment for newspapers in developing nations, says there is an urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met.

Requests are from The Voice in Grenada—typesetting equipment; and from The New Chronicle in Dominica—typesetting equipment, a Heidelberg KORD 62 press, a headliner and a nuArc press camera.

Equipment contributions qualify as tax deductions. Contact George Beebe, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 376-3860 or 751-8910. □

WORLD PRESS NOTES

• A commentator for a Philippine radio station was **shot and killed** by unidentified gunmen June 2 while he watched his 19-year-old daughter compete in a beauty contest.

Nabokodonosor Velez was the second commentator from the Cebu City radio station DYLA to be slain in five months.

Ten other Philippine journalists reportedly have been killed since January 1984.

• A correspondent for the AP-Dow Jones News Services was **ordered to leave** Bahrain. According to Bahrain officials, John Hitchcock was expelled for refusing to reveal sources for a story about the firing of five senior executives at the New York branch of Gulf International Bank, which is owned by seven Arab countries.

The news service supported the action of the reporter, who has been reassigned to London.

• A Reuters correspondent was **ordered to leave** Iran for allegedly biased and false reporting.

The Iranian government press agency said Trevor Wood had been warned previously about his work. Reuters denied that his reporting was biased or false. Wood, a Briton, has been reassigned to London.

• In mid-June, the government of Chile **lifted its seven-month state of siege**—which included the closing of six opposition newspapers [presstime, March 1985, p. 39].

• Encouraged by a **$100,000 challenge grant**, the Inter American Press Association has set a December deadline for a fund drive to give its annual scholarship program a firm financial base [presstime, Jan. 1985, p. 55].

The grant from Argentina S. Hills, president of the Ramos Foundation and publisher of El Mundo of San Juan, Puerto Rico, calls on IAPA to match the dollars 2-for-1 and to raise a permanent endowment of at least half a million dollars.

Military press pool policies clarified

Procedures for future press pools covering military operations were clarified during recent meetings between representatives of the news media and the Defense Department.

One such meeting May 29 at the Pentagon with several newspaper bureau chiefs sought to iron out problems that arose during the first test of the pool in April [presstime, June 1985, p. 62]. Participants agreed that details of the discussion would not be made public, but the defense officials and news executives agreed on guidelines for notification, communications, security and logistics which will be used in another pool test and then further evaluated.

Attending the session with then Assistant Secretary of Defense for Public Affairs Michael I. Burch and members of his staff were: ANPA Executive Vice President and General Manager Jerry W. Friedheim; Robert P. Clark, president of the American Society of Newspaper Editors and vice president/news for Harte-Hanks Communications Inc; and Washington bureau chiefs from Newhouse Newspapers, The Times Mirror Co., The Milwaukee Journal, The Christian Science Monitor and the Chronicle Publishing Co. of San Francisco. These newspaper organizations are likely to be involved next in pool tests.

Friedheim said the meeting was "constructive and productive" and provided information that the first pool would have liked to have had.

ASNE's Clark said he was "quite pleased" with the meeting. "A lot of homework had been done" by the department, he said. "The next exercise will go a whole lot better."

In a related matter, a task force that was established to examine relations between the military and the media issued a report calling on President Reagan and other leaders to ensure media access to war zones.

Entitled *Battle Lines*, the report of the Twentieth Century Fund task force said that the presence of journalists in war zones "is not a luxury but a necessity."

The report endorsed the recommendations of the Sidle Panel on Media-Military Relations [presstime, Sept. 1984, p. 38], but also called for the acceptance of the burden of handling the issue by the civilian parties responsible—the president and the secretary of defense.

"Just as the president and his civilian deputies bear the responsibility for prosecuting a war, so must they assume responsibility for policy decisions on press access and censorship," the 178-page report said.

The 13-member task force consisted of scholars, journalists, and former military and government officials, including ANPA's Friedheim, a former assistant secretary of defense for public affairs. The panel recommended that news organizations urge directors of training programs for journalists to include military people in seminars to broaden journalists' familiarity with their military contemporaries.

It also recommended that the Defense Department encourage greater sophistication among its officers about the First Amendment, the role of a free press in American society, journalistic processes and "the limitations and strengths of American journalism generally."

The report noted that the question of the right of access by journalists to war zones has been "clouded by legal ambiguity." The U.S. Court of Appeals, District of Columbia Circuit, recently dismissed a suit brought by magazine publisher Larry Flynt that challenged the constitutionality of the government's barring reporters from the early stages of the Grenada invasion in October 1983. The appeals court said the suit was moot.

The task force said it believes that "it is healthier for the press and for our democratic polity if such complicated constitutional issues are not left to the courts."

"All of us have a stake in seeing to it that the nation's civilian authorities, military leaders and journalists restore a workable yet arm's-length relationship," the report concluded. "It is the best way to ensure a free and informed society."

Battle Lines, which includes the report of the task force along with a background paper by Peter Braestrup, a former war correspondent and now editor of the Wilson Quarterly journal, and the report of the Sidle panel, may be purchased for $10 from the Twentieth Century Fund, 41 E. 70th St., New York, N.Y. 10021; (212) 535-4441. □

Pentagon clams up after hostages taken

The Pentagon clamped a temporary lid on information about military movements in the wake of the holding by Shiite Moslems of American hostages from a hijacked Trans World Airlines jet in Beirut, Lebanon.

Michael I. Burch, then assistant secretary of defense for public affairs, ordered all Pentagon officials not to comment on the movement of U.S. warships or military units during the crisis. Burch, acting in the name of Defense Secretary Caspar W. Weinberger, directed that "until further notice, defense agencies will not confirm the location of any specific naval vessel or formation worldwide."

The directive was a departure from the normal policy of confirming general locations for some units. It followed angry reactions by senior Pentagon officials to television reports that the counterterrorist Delta Force unit had left the United States for the Middle East, and reports in the media of the movements of U.S. warships to the Lebanese coast.

Such reports may have caused the hijackers to move the hostages from the TWA airliner to hiding places, said Burch, who left his Pentagon position June 21 as previously scheduled. □

Daily, university hold minority workshops

The Philadelphia Daily News and Penn State University cosponsored a series of journalism workshops for 15 minority high school students toward the end of the recent school year.

Minority staff members at the newspaper conducted four Saturday sessions in reporting, writing and editing. Another day was devoted to a briefing from university officials on admissions policies and opportunities for financial aid.

The students were also invited to participate for free in Penn State's annual summer workshop for professional minority journalists.

"I see this as a long-range program," said Lynn Martin Haskin, acting director of academic affairs at Penn State's Delaware County Campus, who coordinated the event along with her husband, Donald L. Haskin, associate editor of the Daily News. □

Ueberroth eases policy on pictures taken at games

After news organizations cried foul, Baseball Commissioner Peter V. Ueberroth developed a new policy for issuing press credentials to photographers. The policy will be in effect for this month's All Star Game and for the post-season playoff series.

The controversy erupted when the commissioner suggested major league teams require news photographers to sign a standard agreement before allowing them to cover games this season [presstime, June 1985, p. 36].

Newspapers balked, objecting to provisions that said "ownership, copyright and property rights" in activities taking place at a ballpark remained the sole property of major league baseball, and that the commissioner had the "absolute and unconditional right" to purchase any photographs at a price not to exceed laboratory costs.

The agreement also restricted the use of photographs to news publications. And it specified that pictures were not to be reproduced for sale or distribution or for commercial or promotional use without the written consent of the team.

After a meeting in May between Ueberroth's staff and representatives of ANPA, the American Society of Newspaper Editors, the American Society of Magazine Photographers, the Associated Press Sports Editors and The New York Times, the commissioner agreed not to use the agreement at this year's All Star Game, League Championship Series and World Series.

Instead, he had his staff draw up a statement that will appear on the reverse side of a new press pass for photographers covering those events.

The statement, which does not have to be signed, contains no reference to ownership rights, and it gives the commissioner the right to purchase only *published* photos at the cost charged any other customer.

However, it does provide that use of photographs taken by a credentialed photographer be limited to news coverage of the game.

"I think we got 90 percent of what we asked for," said Claudia M. James, ANPA assistant general counsel.

Ueberroth has not recommended that teams use the new statement for regular season games but "probably" will make that recommendation next year, according to Edwin M. Durso of his staff. □

Media management education resource center planned

A resource center where materials on teaching media management will be gathered and disseminated will be established at the University of Minnesota School of Journalism and Mass Communication.

The decision was made by the school after participants at a first-ever national conference for educators interested in the topic identified it as a "prime need," according to John M. Lavine, Cowles professor of media management and economics, who organized the June 10-12 gathering in Minneapolis.

The 35 educators and seven journalism professionals who attended explored such questions as what kinds of students media management courses are intended to reach, how these courses fit into the journalism curriculum, what topics should be covered, what teaching techniques should be employed and how media professionals can be used effectively.

Lavine called media management "a really blossoming area of journalism education."

An impediment to media management education has been the dearth of textbooks. The problem may be eased with six books to be published within the next two years.

The conference was funded by ANPA Foundation, Gannett Foundation and the Minnesota Journalism Center.

In related developments:

- The Association for Education in Journalism and Mass Communication/ ANPA Foundation Cooperative Committee on Journalism Education is inviting journalism educators to submit project proposals in the areas of teaching media management and economics, and computer- based learning techniques. The two areas have been identified by the committee as priorities for ANPA Foundation support in 1986 [presstime, June 1985, p. 70].

Deadline for brief project descriptions and budget outlines is July 22. For information, contact Judith D. Hines, vice president and director of the Foundation, at The Newspaper Center in Reston, Va.

- Northeastern University in Boston announced June 3 its Department of Journalism will offer a master's degree program in news media management beginning this fall.

The program was created after mid-career journalists and New England media executives expressed a need for such a program, said LaRue Gilleland, department chairman. □

Fifty-six teachers took part in a three-day Newspaper in Education workshop in Buenos Aires, Argentina. It was sponsored by Clarín, a Buenos Aires daily newspaper.

Arbiter reinstates ITU official

In the latest development arising from the turmoil at the International Typographical Union, an arbitrator ordered the ITU to reinstate Raymond E. Brown, a former ITU vice president, as an international representative.

Brown was fired immediately after Robert S. McMichen took over as ITU president Aug. 27, 1984. McMichen told Brown in a letter that he was "terminated because I do not have confidence in your willingness or ability to carry out the policies of the (ITU) executive council or my directions as president."

Including Brown, 13 of the union's 24 international representatives were discharged after McMichen took office. Grievances were filed on their behalf by their bargaining representative, Local 1 of the International Federation of Staff and Office Employees' Union [presstime, Nov. 1984, p. 50].

Arbitrator Rolf Valtin ruled May 23 that Brown had not been dismissed "for just and sufficent cause," as provided in the labor agreement with IFSOEU.

Valtin noted that McMichen and Brown had been "political enemies" since the ITU's 1983 convention, when Brown, rather than McMichen, received the endorsement of the ITU's Progressive Party to fill a vice presidential slot. McMichen later ran as a presidential candidate and defeated the incumbent, Joe Bingel.

Brown ran on a slate that stood for merger with the Teamsters, while McMichen campaigned for merger with an AFL-CIO-affiliated union.

The ITU contended in the arbitration that Brown was not covered by the IFSOEU labor agreement, but Valtin found that Brown had received a leave of absence as an international representative while he served in a supervisory position excluded from IFSOEU bargaining-unit coverage at ITU headquarters in Colorado Springs. The arbitrator held that Brown had the status of an agreement-covered representative at the time of his discharge.

Valtin noted that Brown was employed by the Teamsters in December 1984 on a temporary basis, joining several other fired ITU representatives to work in furtherance of the aims of a coalition that favors an ITU merger with the Teamsters.

In concluding that the discharge was lacking in "just and sufficient cause," Valtin said "a fatal flaw" in the ITU's position was that Brown was fired immediately after McMichen's assumption of the presidency, "before there was any demonstration of whether Brown could or would work loyally and effectively" for McMichen.

McMichen could not be reached for comment on the arbitration decision, but his assistant, William F. Frazee, said Brown had been offered reinstatement as required by Valtin's award. Brown subsequently reported for duty June 17.

Hearings on the grievances of the other 12 representatives, including IFSOEU President Thomas J. McGrath, have been scheduled July 23, 24 and 25 before Arbitrator Joseph M. Shamoff.

In other ITU matters, the July 8-Aug. 21 referendum on a proposal to merge with the Teamsters is going forward [presstime, June 1985, p. 88]. U.S. District Court Judge Thelton E. Henderson ruled May 22 in San Francisco that the ITU executive council acted legally when it set the mail-ballot referendum. The pro-Teamsters "Coalition for Merger" had asked the judge to disallow the mail ballot.

Depending on the outcome of the referendum, the International Association of Machinists and Aerospace Workers has indicated its interest to pursue merger discussions with the ITU. IAM President William W. Winpisinger noted in a letter to McMichen that his union "represents thousands of people in the printing and publication fields."

The ITU's Frazee also said a merger with the Graphic Communications International Union "is not dead at this point."

AFL-CIO President Lane Kirkland told McMichen in a recent letter that more than 700 of the federation's Central Labor Bodies have been asked to provide assistance in keeping the ITU "within the mainstream of organized labor."

The ITU has scheduled regional membership meetings July 6 in St. Louis and July 7 in San Francisco to discuss the Teamster merger proposal. Meetings were scheduled for late June in New York City, Toronto and Winnipeg, Manitoba.

—Clark Newsom

NLRB elections

Clarksburg (W.Va.) Exponent and Telegram, Teamsters: Part-time mailroom helpers voted 12-4 against representation by Local 789 of the Teamsters.
(NLRB Case No. 6-RC-9557)

Harrisburg (Pa.) Patriot and Evening News, ITU: Mailroom employees voted 10-2 against further representation by Mailers' Union No. 76.
(NLRB Case No. 4-RD-1234)

Memphis Commercial Appeal, ITU: Composing room employees voted 37-27 to retain Typographical Union No. 11 as their bargaining representative.
(NLRB Case No. 26-RD-673)

Plattsburgh (N.Y.) Press-Republican, ITU: Newsroom employees voted 9-4 against representation by Typographical Union No. 769.
(NLRB Case No. 3-RC-8695)

Salinas (Calif.) Californian, Guild: Employees in all departments except the composing room voted 53-37 against representation by San Jose Newspaper Guild Local 98.
(NLRB Case No. 32-RC-2090)

Recent contract settlements

Nashville Newspaper Printing Corp., GCIU: Three-year agreements covering pressroom employees, platemaking employees, truck drivers and paper handlers; retroactive to Jan. 1, 1985.

Vancouver (British Columbia) Province and Sun, GCIU, Guild, ITU: Three-year agreements covering composing room, mailroom, pressroom, editorial and commercial employees; retroactive to Oct. 1, 1984.

Winnipeg (Manitoba) Free Press, GCIU, ITU: Two-year agreements covering circulation, composing, editorial, mailroom and pressroom employees; retroactive to Oct. 1, 1984.

(Details in July 1985 ANPA Labor & Personnel Relations Letter)

Union held not entitled to data

The National Labor Relations Board has agreed with an administrative law judge that The Olympian of Olympia, Wash., lawfully refused to give a union information on non-bargaining unit employees.

The case arose from charges filed with the NLRB by Northwest Typographical Union No. 99.

The union charged the newspaper had violated the Taft-Hartley Act by refusing to supply information on pay rates and terms and conditions of employment for unrepresented advertising department employees doing paste-up. That work formerly was done by union-member composing room employees.

The administrative law judge ruled that the union had not shown the information was relevant to a "legitimate" union need. The judge recommended that the board dismiss the complaint [presstime, Dec. 1984, p. 53].

(Federated Publications Inc. and Northwest Typographical Union No. 99, 275 NLRB No. 11) □

Independent union charges Dow Jones with discrimination

An independent union that represents about a third of Dow Jones & Co.'s employees has filed employment discrimination charges with the U.S. Department of Labor's Office of Federal Contract Compliance Programs.

The charges, filed by the Independent Association of Publishers' Employees Inc., allege that Dow Jones, publisher of The Wall Street Journal and other publications, has discriminated against minority and female employees.

The Labor Department unit enforces an executive order covering discrimination by federal contractors. Dow Jones said it isn't a government contractor and therefore is not covered by the order. The charges are "completely without merit," the company said.

The union contends that Dow Jones qualifies as a federal contractor because of the large volume of advertising by federal agencies carried in the company's various publications. □

Sacramento Bee strike case sent back to lower court

A federal appeals court has remanded to a lower court a labor case stemming from a 1978 strike at The Sacramento Bee.

At issue is the reinstatement of more than 50 printers represented by Typographical Union No. 46 who were permanently replaced after they refused to cross a picket line of Mailers' Union No. 31, a local that also is affiliated with the International Typographical Union.

The Bee had appealed a U.S. District Court's upholding of an arbitrator's award that directed the newspaper to reinstate the so-called "sympathy" strikers. District Judge Raul A. Ramirez had stayed the reinstatement order until his ruling could be reviewed by the 9th U.S. Circuit Court of Appeals.

The union had appealed to the National Labor Relations Board an earlier ruling by an administrative law judge who held that the Bee did not violate the Taft-Hartley Act by refusing to reinstate the printers [presstime, March 1984, p. 48]. The board has not yet acted on the appeal.

The ruling by the 9th Circuit listed points of law for Judge Ramirez to consider before making a decision. It said he failed to consider "relevant and important factors."

The 9th Circuit said Ramirez "will need to decide if a final board decision adopting the ALJ's opinion would take precedence over the arbitrator's decision to the extent that the two are in conflict."

The appellate court noted that the board shares with the District Court "concurrent jurisdiction over cases legitimately involving both unfair labor practice charges and breach of collective bargaining agreement claims."

(Central Valley Typographical Union No. 46 and ITU v. McClatchy Newspapers, USCA9 Nos. 84-1893, 84-2120) □

Additional arbitration awards

Camden (N.J.) Courier-Post, IAM: Arthur T. Van Wart ruled that employees required to work on a holiday were not entitled to either another day off or another day's pay in addition to premium pay for the holiday.

Cleveland Plain Dealer, Guild: Nicholas Duda Jr. sustained the discharge of a copy editor for unsatisfactory work.

New York Times, Guild: Jonas Aarons found that the company did not violate the labor agreement in reassigning clerical work.

Newark Star-Ledger, GCIU: Barbara Zausner Tener sustained the discharge of a pressman for causing a web break on the press and leading a one-hour work stoppage.

Richmond (Ind.) Palladium-Item, independent: Marlin M. Volz dismissed as untimely a grievance over the transfer of a printer after finding it was filed more than two years after the transfer occurred.

St. Paul (Minn.) Pioneer Press & Dispatch, Guild: Thomas P. Gallagher upheld management's right to establish and change minimum qualifications for job applicants.

San Jose (Calif.) Mercury News, Guild: Francis Richard Walsh sustained a three-day disciplinary suspension given a circulation department clerk for not following instructions.

Scranton (Pa.) Tribune, Guild: Thomas J. DiLauro directed the newspaper to restore the pay and agreed-upon job duties of a former assistant Sunday editor who had been reassigned to a new reporting position.

Seattle Post-Intelligencer, ITU: Leroy R. Smith ruled that the company had properly computed the pay of electronic maintenance technicians.

Tacoma (Wash.) News Tribune, Guild: Eaton H. Conant found that the company had not complied with the remedy order in his earlier award upholding the union's position that editorial page makeup work should be performed by a member of the bargaining unit [presstime, May 1984, p. 72].

Washington Post, Guild: Herbert Fishgold upheld the union's position that the Centrex telephone room supervisor should be included in the bargaining unit.

Washington Post, ITU: Paul J. Fasser Jr. converted to a five-and-a-half month disciplinary suspension the discharge of a mailroom helper for continual tardiness.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Board backs workers' refusal to handle ads

The Labor Relations Board of British Columbia has ruled that employees of The Province and The Sun in Vancouver did not violate provincial labor law when they refused to handle advertisements from a company that had been declared "unfair" by the local labor federation.

The case stemmed from a Sept. 11, 1984, "lockout" by Famous Players Ltd., a theater chain, of employees represented by the International Association of Theater and Stage Employees, Local B-72.

Pacific Press Ltd., publisher of the newspapers, filed charges with the board alleging that its employees—represented by locals of the Graphic Communications International Union, The Newspaper Guild and the International Typographical Union—were engaging in an illegal strike by refusing to perform work associated with publishing the ads.

The president of Typographical Union No. 226 had informed the composing room foreman that the labor federation had declared Famous Players "hot" and that his union's members were exercising their right under the labor agreement to not handle work from the company.

The board ruled that the unions did not engage in an unlawful strike but were "merely asserting their positive contractual rights to temporarily define the work required to be performed" by their members. Only a refusal to perform work "required" by a labor agreement would fall within the definition of a strike, the board said.

The Famous Players labor dispute ended Dec. 22, 1984. □

Canadian election

Toronto Globe and Mail, Guild: Full-time advertising department employees voted 72-64 to be represented by the Southern Ontario Newspaper Guild in an election supervised by the provincial labor board. The vote marked the first time the advertising employees have joined a union. Part-time advertising workers rejected the union by a vote of 6-3. The Guild already represents editorial, circulation, maintenance and delivery employees at the newspaper.

Supreme Court lets stand a ruling upholding union in rehiring case

The U.S. Supreme Court has refused to disturb an arbitrator's finding that the San Francisco Newspaper Agency violated its labor agreement with a pressmen's union by refusing to rehire a discharged employee.

The agency, which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner, had appealed the arbitrator's award, contending that the ruling destroyed its right to fire a worker permanently.

The Supreme Court made no comment on its decision not to review the case, which involved pressman Michael Tenorio.

Tenorio, who moved to the West Coast after he was convicted of a misdemeanor for property damage during a 1975 strike at The Washington Post, was fired by the agency in 1978 for allegedly threatening another employee.

In 1981, Web Pressmen's Union No. 4 referred him to the agency for a job, but he was refused employment.

Arbitrator Robert LeProhn held that the agency had not made any effort to ascertain whether Tenorio's "behavior patterns" had changed since his discharge. LeProhn ruled that the agency's refusal to hire the grievant was "arbitrary and perfunctory" and remanded the matter to the parties for a remedy [presstime, Feb. 1983, p. 36].

The newspaper agency said it will attempt to resolve the dispute in negotiations with the union.

(San Francisco Newspaper Printing Co. v. San Francisco Web Pressmen's Union No. 4, No. 84-1652) □

Comparable worth cases rejected by unanimous EEOC

The Equal Employment Opportunity Commission has voted unanimously to reject the concept of "comparable worth" in deciding cases that allege pay discrimination.

Spokesman Reginald A. Welch said there were about 266 cases based on comparable worth pending before the five-member commission. The plaintiffs in those pay-discrimination suits will now have to seek redress through the courts rather than the EEOC.

EEOC Chairman Clarence Thomas had indicated earlier this year his opposition to the idea that lower-paying, traditional female jobs should be upgraded to the salary levels of jobs of comparable skill and responsibility that are held predominantly by male workers [presstime, March 1985, p. 24].

Following the commission's vote June 17, Thomas said: "We are convinced that Congress never authorized the government to take on wholesale restructuring of wages that were set by non-sex-based decisions of employers—by collective bargaining—or by the marketplace."

He said the concept of comparable worth is not recognized under Title VII of the Civil Rights Act of 1964, which outlaws discrimination in pay on the basis of gender. □

Senate approves two NLRB nominations

The U.S. Senate has confirmed Wilford W. Johansen and Marshall B. Babson as new members of the National Labor Relations Board.

The AFL-CIO had opposed Babson's nomination but not Johansen's.

The confirmations mark the first time since December 1982, except for a three-month period in the summer of 1983, that the board will be at full, five-member strength [presstime, April 1985, p. 35].

The NLRB reported in May that its case backlog dropped to 1,163 cases, a 29-percent decline since the peak of February 1984 when 1,647 cases were pending.

In another confirmation, the Senate approved the nomination of Rosalie Gaull Silberman to serve a five-year term on the Equal Employment Opportunity Commission. Silberman had been serving as a member of the five-member commission since December 1984 under a recess appointment that was due to expire July 1 [presstime, Jan. 1985, p. 63]. □

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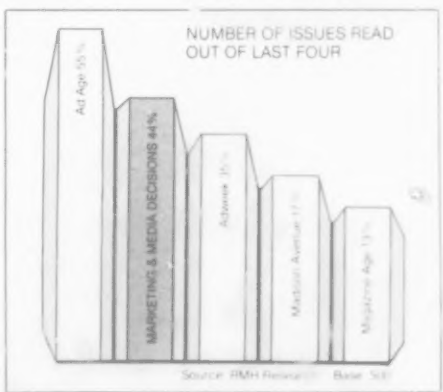

MARKETING & MEDIA **Decisions**

The industry's service magazine

ABC studies tie between Sunday edition, cable TV

A second Colorado newspaper has reaped a circulation windfall by teaming up with a cable television operator in a fashion that has stirred interest at the other newspaper in town.

The Colorado Springs Sun reached an agreement with Colorado Springs Cablevision whereby cable subscribers began getting the Sunday Sun June 2 as a service covered by the monthly cable fee. As part of the agreement, The Sun created a new weekly cable-TV guide as part of its Sunday paper.

Sun circulation manager Gerald Beattie said the agreement increased Sunday circulation by "just over 30,000." According to Audit Bureau of Circulation figures, the Sunday Sun averaged 44,750 circulation for the six months ending March 31.

That day, The Denver Post became possibly the first U.S. newspaper to increase circulation through this kind of agreement with a cable company [presstime, June 1985, p. 96]. Beattie said "we have a program you might say is identical."

The similarity means the future of the Sun and the Post cable agreements may ride together on the outcome of ABC board deliberations over the issue.

ABC has agreed to count Denver cable subscribers as paying customers, but the Rocky Mountain News, the Post's major competitor in Denver, contested the decision.

At its meeting June 12-14 in Pebble Beach, Calif., the ABC board considered the issue. However, David Keil, ABC's president and managing director, said later he could not comment on what, if any, action was taken until the Post and News had been notified. Keil said he expected notification to occur by late June.

E. Roy Smith, publisher of the Colorado Springs Gazette Telegraph, a Sun competitor, said "that letter (to the Post and News) is going to determine everybody's reaction" to the cable agreements. "Right now, it's in a state of flux."

At the Telegraph, Smith said, "We look upon the whole concept as bogus. It's not a customer-initiated order."

The Sun's Beattie said ABC reviewed "our entire plan, and you might say they signed off on it."

Sun Managing Editor Robert E. Franken added that the cable agreement provides readers with a "super TV magazine, and it also enables us and our advertisers to reach additional people and grow with this market."

While the additional circulation helped the Sun trim the Telegraph's lead, the Telegraph remains the Sunday winner with 107,870, according to ABC figures.

Subscribers to Colorado Springs Cablevision pay $1.25 a month for the Sunday Sun—the newspaper's full Sunday-only subscription price—as part of their cable bill, Beattie said. He said the Sun gets a "portion" of the $1.25 per-subscriber charge but declined to specify the amount. □

ICMA honors first group to graduate from Empire State circulation program

The initial group to complete the first undergraduate newspaper circulation marketing and management program in the United States was recognized at the annual sales conference of the International Circulation Managers Association.

The seven graduates have received associate degrees or bachelor's of science degrees after completing circulation programs at Empire State College of the State University of New York [presstime, Jan. 1983, p. 33].

Each graduate is employed as a circulation executive at a U.S. newspaper, ranging in size from the 39,651-circulation Intelligencer/Record of Doylestown, Pa., to USA Today.

Also at the June 9-12 meeting in Columbus, Ohio, Russell A. Barcroft, assistant to the publisher/circulation at the Santa Barbara (Calif.) News-Press, was elected ICMA president.

Richard J. Lakus, circulation director of the Worcester (Mass.) Telegram & The Evening Gazette, was elected executive vice president; David Thomas, director of circulation at The Courier-Journal and The Louisville Times, first vice president; and Ronald C. Anderson, director of circulation at Gannett Rochester Newspapers, second vice president. Jack Butcher, circulation director of The Tampa Tribune and the outgoing ICMA president, became chairman of the Executive Committee.

The meeting drew 560 members, third largest attendance in ICMA history. The organization now has a record 1,533 members. □

'Shoe' **By Jeff MacNelly**

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WE DO.
WE'VE HAD IT FOR YEARS.
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AT&T to play role in local-line home-banking program

AT&T, barred from electronic publishing under the divestiture consent decree for another four years, will contribute neither content nor transmission lines to a planned electronic financial services network, the company said.

Bank of America, Chemical Bank and Time Inc. will join AT&T in the venture, according to an announcement June 3. The companies will develop, produce and nationally market electronic banking, brokerage and other services aimed at consumers and small businesses [*presstime*, March 1985, p. 40].

AT&T spokeswoman Marilyn Colliver said the network will use only telephone lines owned by local operating companies.

The new company will "act as a systems operator and distributor of electronic transaction services," according to a company statement. "Other financial institutions will be sought as information providers and (as other) distributors of the venture's services."

AT&T must play a limited role in the new company because of the divestiture order that broke up the Bell system and banned AT&T from engaging in electronic publishing over its own lines until 1989.

The network's first customers will come from the approximately 37,000 homes and small businesses that subscribe to Chemical Bank's Pronto and Bank of America's HomeBanking services.

The new company plans to start operating in New York and California this summer after it receives regulatory approval. AT&T said the new company "expects to expand into other markets by the end of 1985."

Francis J. Heffron, executive vice president of AT&T Technologies, Inc., noted that each partner will contribute financial backing. Also, he said, "All four companies have extensive and complementary experience in the field of videotex." □

Star-Telegram is partner in new service

InterFirst Bank Fort Worth and the Fort Worth Star-Telegram will offer a "Home Banking" service this fall. The service, which will be accessible through any personal computer with a modem, will enable users to pay bills and conduct bank transactions 24 hours a day, seven days a week.

It will be the first such service offered in the Southwest.

Home Banking will preserve the "float" that normally occurs when customers write checks for purchases or to pay bills. "As far as we know, no other home banking service offers this," said John R. Morris, communications advertising manager of InterFirst Bank.

In addition, the venture will be tied with a database, Startext, which is currently marketed by the Star-Telegram. □

Las Vegas papers vie in public access videotex

Two rival newspapers, the Las Vegas Sun and the Las Vegas Review-Journal, are also competing in the public access videotex market.

Teleguide, which is backed by the Sun, and Infoview, a venture affiliated with Donrey Media Group, owner of the Review-Journal, are two of the nation's largest operators of such videotex systems, which provide hotel, restaurant, shopping and other information in public places [*presstime*, Aug. 1984, p. 10].

Both Teleguide and Infoview currently have terminals in hotels as well as the Las Vegas Convention Center. The convention center installations are on a trial basis, and at the end of the year, the authority that oversees the facility will determine whether one, both or any systems will be allowed to stay there, according to Kathryn S. Dannerbeck, sales manager for Infoview.

No official criteria have been given, but the systems will probably be judged on the basis of their performance and usage, said Doug McLean, executive vice president and general manager of Sun Teleguide Las Vegas.

The systems differ not so much in the technology but in the type of information offered. According to McLean, the Infoview approach is to offer many listings, comparable to "electronic yellow pages," while Teleguide's information is more extensive, such as having 125 "pages" (screens) of information about a hotel. □

Inserts are part of paper, new law says

Legislation exempting preprinted newspaper supplements from Colorado's sales and use tax was signed into law June 6 by Gov. Richard D. Lamm.

The new law overturns a ruling by the state Revenue Department that the existing exemption for newspapers did not apply to the printing of advertising supplements.

"They (Revenue Department officials) said a preprinted advertising supplement was not a part of the newspaper," said William F. Lindsey, secretary of the Colorado Press Association. "Our argument was that it is."

Meanwhile, in Texas, the Legislature adjourned without exempting newspaper subscriptions and single-copy sales from the state's sales tax.

But officials of state newspaper associations are confident they will be successful in the next session, which convenes in January 1987.

An exemption bill passed the Senate May 9. However, a companion bill failed to get out of the House Ways and Means Committee.

Just prior to the Legislature's adjournment in late May, members of the Texas Daily Newspaper Association and the Texas Press Association gave up their intense lobbying efforts aimed at moving the bill out of committee in return for a pledge that the panel's chairman would introduce and work on behalf of an exemption bill in the next session, according to Philip A. Berkebile, TDNA executive vice president. "We feel we have lost the battle but won the war," he said.

State Comptroller Bob Bullock told Texas newspapers after the tax was imposed last year that he would not conduct any audits to check compliance, according to Glen M. Castlebury, associate deputy controller. Publicly, Bullock has said administration of the tax would be impossible.

In Iowa, District Court Judge A. Lavorato has ordered the Des Moines Register and Tribune Co. and the state of Iowa to try to come to a settlement in their tax dispute.

The newspaper claims it is due a refund of the money it paid pursuant to the state's now-defunct sales tax on purchases of newsprint and ink [*presstime*, Feb. 1985, p. 35]. □

Use of low-rub-off inks is on the increase

Inks that do not rub off newspapers are starting to find their way into the business.

One daily, The Washington Times, has been using no-rub inks produced by U.S. Printing Ink successfully for seven months, and the St. Petersburg Times and Evening Independent, using inks made by Flint Ink Co. and J.M. Huber Corp., converted to 100-percent no-rub newspapers in June.

About 10 to 20 other papers are in some stage of converting to no-rub or low-rub inks. At least one, however, has suspended use of the inks because of a linting problem.

The price of the new inks is higher than for conventional ones, but some users are discovering other benefits are accruing as rub-off diminishes.

Ink rub-off is a decades-old problem for newspapers, which have used petroleum-based inks to print their products. The trouble with petroleum is it doesn't dry; consequently, some of the black pigment eventually winds up on readers' hands [presstime, Nov. 1984, p. 6]. The new no-rub inks employ solvents and resins that dry as vehicles for the pigment.

The Washington Times began using no-rub inks exclusively in response to reader complaints, said Charles J. (Pat) Patterson, production manager. "As the new newspaper in town, we wanted to be the best paper possible."

Since the Times began using the new inks, he said, "I haven't had one (complaint)."

St. Petersburg's decision to convert to no-rub inks was also made to placate reader complaints, said Norman J. Dusseault, assistant general manager. However, the papers have discovered the inks also improve reproduction.

"It prints better than conventional offset inks," Dusseault said, "and doesn't show through. If anything, there is a quality increase."

All three papers reported mileage is about the same as with conventional offset inks, and there are no problems caused by the change in chemistry.

Prices for the inks remain high. Conventional offset black ink costs about 46 cents per pound. No-rub inks are averaging 55 to 90 cents per pound, depending on the rub characteristics of the ink and excluding any discounts, according to the four major U.S. ink suppliers.

"We're still paying a premium above the regular price of conventional offset black," said Patterson of The Washington Times. "But the price is becoming competitive."

Six months ago, there was one ink manufacturer with a no-rub product on the market, he said, but now all the major suppliers are marketing no-rub inks.

On the downside, the Asbury Park (N.J.) Press discontinued testing a Flint low-rub ink in May because of linting, according to Jules L. Plangere III, vice president of operations. However, Plangere said he expects Flint will solve the problem.

Also seeking an answer to the rub-off problem are two companies experimenting with inks for letterpress presses.

Chemoxy International Ltd., a chemical firm based in Middlesborough, England, is testing a black letterpress ink whose base consists of water and a varnish made with oxidized parafin.

According to V.M. (Jim) DeLisi, vice president of Fanwood (N.J.) Chemical Inc., marketing agent for Chemoxy, the ink contains 48-percent water, 30-percent varnish, 20-percent carbon black and 2-percent other substances. Among the ink's features are no show-through, high rub resistance and improved environmental characteristics, he said.

"Successful long press runs have been made in England and West Germany," DeLisi said. "We believe it produces a higher quality reproduction" close to that of offset printing.

The ink, however, cannot be used with NAPP or BASF photopolymer plates. "It's not compatible with photopolymer plates that are not resistant to water," he said.

Because much of the ink is made with water, DeLisi said, it can be shipped in a concentrated form and formulated at a newspaper's plant. It will be commercially available in Japan in August, he added.

The other company currently experimenting in this arena is Dayton (Ohio) Tinker Corp., a research-and-development firm that is testing a black letterpress ink made with dyes. According to President Rodger L. Gamblin, the ink is completely rub resistant one hour after printing and can be used on existing letterpress and flexographic newspaper presses. Like the Chemoxy ink, the dye-based ink could swell water-sensitive plates.

The Dayton Tinker ink differs from conventional inks in that the dyes "have an affinity for paper fibers," he said. Thus, they "stain" the newsprint rather than lay down a carbon film on the surface as regular inks do.

Tests so far indicate the dye-based inks have mileage "comparable" to conventional inks, Gamblin said, and projections indicate the cost would also be comparable if mass-produced. Early tests also indicate the dye-based ink is less likely to mottle, he said, and it lays down better.

"We believe that (letterpress) newspapers using the inks could achieve quality levels comparable with offset and flexographic printing processes," he said. "It's not just less rub-off, but there is better laydown." —*Paul Kruglinski*

TECHNOLOGY CALENDAR

- The second annual conference on **Computer Generated Graphics** will be July 16-18 at the Hotel Meridien, Boston.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton, Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton Hotel, Washington, D.C.
- **IMPACT '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott, Boston.
- **Lasers in Graphics** will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.
- **Gutenburg International**, a graphic arts show, will be Oct. 17-20 at the convention center in Washington, D.C.
- The **Digital Equipment Computer Users Society**, or DECUS, will sponsor a symposium Dec. 9-13 at the Disneyland Hotel in Anaheim, Calif.

Steve Schuster, vice president of sales, Chemco Photoproducts, shows C.A.P.S. to ANPA's Peter P. Romano and George Cashau (foreground).

Three firms give equipment to ANPA

During the Conference & Exposition, three firms announced equipment donations to ANPA for use at The Newspaper Center in Reston, Va.

• TKS-USA donated a double-width flexographic press unit, which will be used in efforts to solve photopolymer-plate and water-based ink problems associated with flexography.

• Hell Graphic Systems Inc. donated a Hell 399ER color scanner. The advanced scanner, to be used for research and training in color separations, replaces the 399L the firm had donated previously.

• Chemco Photoproducts Co. donated a CEC 7000 Exposure Computer and a C.A.P.S. Pre-Scan Evaluation System. Both products will be used in research and training programs in color separation. □

Times to test anilox offset units

The New York Times has announced the purchase of two Goss Headliner offset units with keyless (anilox) inking systems. The Graphic Systems Division of Rockwell International Corp. will deliver the units in January 1986.

The installation will bring to three the number of North American newspapers experimenting with keyless offset. The others are The Commercial Appeal of Memphis and the Burlington County Times of Willingboro, N.J. □

TECHNOLOGY NOTES

• Chemco Photoproducts Co., a Glen Cove, N.Y., maker of graphic arts systems, and ECRM Inc., a Bedford, Mass., manufacturer of graphic cameras and scanners, announced a marketing agreement whereby **Chemco will market ECRM's product line**.

• An investment group led by London-based Brown Goldie & Co. Ltd. has agreed to **buy and recapitalize Hastech Inc.**, a Manchester, N.H., manufacturer of newspaper front-end and pagination systems. Monotype Inc. of Arlington Heights, Ill., which makes imagesetters and graphics terminals, will be a minority partner.

• Scitex Corp. of Bedford, Mass., **acquired Royce Data Systems** of Hopkinton, Mass. Royce manufactures text composition systems for the commercial and in-plant markets; Scitex makes electronic systems for color publishing.

• **Chorus Data Systems Inc.**, a Merrimack, N.H., maker of imaging systems, **led an investment group that acquired Unitex Inc.**, a Nashua, N.H., manufacturer of front-end systems for newspapers that nearly ceased operating.

The resurrected company will be called Cuneiform Systems Inc. and will operate as a separate firm with headquarters in Nashua.

• Delta Data Systems Corp., a Trevose, Pa., maker of front-end systems, **plans to service Computek equipment**.

Computek had ceased being a supplier to newspapers, and Delta Data recently purchased components of the defunct firm's Model 200, Publisher 4 and Display 8 systems.

Inquiries should be made to Phil Gallo or Nick Buckley at (215) 322-5400.

• Rochester Institute of Technology has established a new **Center for Imaging Science**. It will conduct research into remote sensing, digital imaging, optics and robotic vision as applied to graphic arts.

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Pagination, done right, can result in higher-quality newspapers

BY WILLIAM H. STROUD

For the past year and a half, The Philadelphia Inquirer has been experimenting with pagination. With a minimal commitment of manpower and equipment, we have demonstrated that we can use the Atex News Layout system to produce our main news section, our metropolitan section, our daily features section and our Sunday Books and Leisure section.

William H. Stroud

Because it was a test done with minimal equipment, we tackled these sections serially, not all at the same time.

We started with Metro, because we knew that this section, with its wide-open pages, fast-paced makeovers and complicated zoning scheme, would be one of the most difficult parts of the paper for pagination to handle. By tackling the hardest job first, we reasoned, we would learn more.

And we learned a lot.

First, we learned that pagination—specifically Atex News Layout—can produce the editorial portion of any part in our newspaper under the battlefield conditions of heavy copy flow and demanding deadlines.

Secondly, we learned that pagination can enhance editorial quality. I can spot a paginated page in The Philadelphia Inquirer by checking the corners of boxes for perfect mitres and by looking at other elements for perfect alignment and spacing. Paginated pages look better.

Furthermore, I am convinced that in the long run paginated pages will be better written and edited. This will result from the extension of editorial control over the product. No more hasty trims made on the composing room floor. No more whacking a well-cropped picture to get in a story that's three inches too long.

If we do pagination right, first edition foulups can go the way of transposed letters, upside down corrections and lines of type that say ETOIN SHRDLU.

Remember when the first good front-end systems were introduced?

Copy editors complained that they were being forced to think about computers when they should have been concentrating on grammar. The new processes were awkward and distracting. The proofroom was shut down and the newsroom was working without a safety net.

What happened?

The first thing that happened was that we realized we needed more and better copy editors than we had had before. Front-end systems did place new and more complicated demands on the desks.

The second thing that happened was that our newspapers got better. If you doubt that, go to your files, pull out a bulldog edition from 15 years ago and read it. If you saw errors like that in a paper today you'd swear you had a hardware problem.

Today's newspapers are cleaner, better edited and more readable.

They are not necessarily better looking.

Hot metal makeup was a fine craft, backed by rich traditions of excellence and nurtured through long apprenticeships. And metal type imposed its own rigid discipline on the printer.

Frankly, we never got that good with paper, wax and Exacto knives. I think our own composing room is better than most, but as I look at newspapers from all over the country I am appalled by the examples I see of cheesy, slipshod cold-type makeup.

Pagination, again if it is done right, can give us back the precision we once were so proud of and then some. Unfortunately it can also give us the flexibility to do things that are silly, ugly or downright disgusting. It's no problem, if you are so inclined, to mix six different column measures on a page with three boxes, two mortises and a couple of venetian indents.

What do I mean when I talk about pagination done right?

In the long-run, a full pagination process must meet four standards:

1. It must be complete, accepting classified and display advertising and editorial text and graphics as input and producing complete pages as output, either on paper or as printing plates.

2. It must be integrated, merging parallel editorial, advertising and graphics systems into a single job stream, but permitting late updating of any page component from the system where it was created.

3. It must be interactive, so that production and page composition work can be done simultaneously with reporting and editing. Systems that do electronic page makeup only after text has been edited are not acceptable for large, deadline-oriented newspapers.

4. It must be modular, so that the separate subsystems—editorial front-end, news text pagination, classified pagination, display ad management, etc.—can be installed and operated independently as well as components of the overall system.

That is what I want from the vendor. And in our case, the vendor—Atex—has been doing pretty well. The technology exists to do virtually all pre-press news production work electronically, even for a newspaper as big as The Philadelphia Inquirer. With enough equipment, we can already paginate the newshole, except for graphics. Graphics pagination will be ready for us before we are ready for it.

The biggest challenge facing us is not acquiring technology. The challenge is to integrate technology in our newsrooms to produce newspapers that are more timely, more interesting, more accurate, better looking, easier to read and cheaper to produce. Our goal must not be just pagination, but pagination that improves the editorial product instead of compromising it.

This is pagination the hard way—interactive, newsroom-based pagination, not tacked on at the end of our editorial work, but touching and changing all of the things that we in the newsroom do now.

Jobs will change, particularly for news editors and copy editors. Some new newsroom jobs will be created. And complex logistical problems will be encountered,

Stroud is assistant to the executive editor of The Philadelphia Inquirer. This article is adapted from his presentation June 10 at the 1985 ANPA Operations Management Conference & Exposition in New Orleans.

particularly as we deal with such issues as editioning and zoning and integration of newspage layout systems with computerized edition design, ad production and graphics storage and manipulation.

I am reminded of when my mother got her first washing machine. We lived on a cotton farm a few hundred miles up the river from here and one day a week, every week, a woman would come early in the morning, build a fire under an iron washpot in the back yard, and begin the long process of boiling, scrubbing, rinsing, wringing and hanging the weeks' laundry.

The new washing machine my Dad bought not too long after the end of World War II was a labor saving device, but not for my mother. There was less work to be done, but after a while the washer woman was no longer needed. The labor-saving device gave Mother the privilege of doing the wash herself.

That's the way it will be with pagination and newsrooms. Pagination will reduce the amount of work necessary to produce a page, but it will increase work in the editorial department.

There will be plenty of temptations to simplify the task of pagination—at the expense of timeliness and editorial quality. But for those who are willing to work hard, select technology wisely and work closely with the best suppliers of electronic equipment, there will also be opportunities to use pagination to produce better, more competitive and more profitable newspapers.

As I said at the beginning, we have learned a lot in the last year and a half.

One lesson was that we probably should not have started with the Metro section. It is not that News Layout cannot handle the complex job. It can. It's just that we were not prepared initially to cope with pagination's human impact—the jolt encountered when it, or any new process, changes the way dozens of people work.

A second lesson was that we should have spent more time and care on training our copy editors—not making them paginators but helping them to understand the process and why they were being required to do things differently.

We also learned that it takes about a month for a new process to become "the way we've always done it." After two months it becomes religion.

But the most important lesson was that pagination offers us an opportunity for improved editorial quality. Pagination, backed by adequate computer hardware and coupled with thoughtful, caring attention to newsroom manpower needs, can give us better newspapers.

And that is pagination done right. □

Other speeches available from Conference & Exposition

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 10

General Session

• **Address by the ANPA Chairman and President, Richard J. V. Johnson,** president, Houston Chronicle

Theme: Mid-Decade Status

• **Return on Investment from Quality Printing and Content, N. Christian Anderson,** editor, The Register, Santa Ana, Calif.

• **Distribution and Printing: How Can We Better Serve Our Advertisers? Michael H. Heath,** president and chief operating officer, Bergen Evening Record Corp., Hackensack, N.J.

Three Concurrent Symposia
The Newsroom: Pagination et al.

• **Eric Wolferman,** executive editor, The Reporter, Landsdale, Pa.; **Jim Butler,** managing editor, Alexandria (La.) Daily Town Talk; **John Cranfill,** assistant managing editor, The Dallas Morning News; **Robert J. Farquhar,** director/new systems and assistant managing editor, The Daily Oklahoman, Oklahoma City; **Mark Wigginton,** director/pagination, Press-Telegram, Long Beach, Calif.

Setting Standards for Quality

• **Stephen F. Carazo,** manager/production, The Hartford Courant; **Paul T. Lynch,** coordinator/color control, The Record, Hackensack, N.J.; **Ray Maly,** vice president/operations, The Columbian, Vancouver, Wash.

Innovative Ideas for Small Newspapers

• **Steven C. Samer,** general manager, Concept Publishing Systems, Beaver Dam, Wis.; **Edward R. Thomas,** director/production, The Daily Item, Sunbury, Pa.; **Paul J. Zindell,** president and chief operating officer, The Register Star, Hudson, N.Y.

Tuesday, June 11

General Session—Theme: PRESSING DECISIONS—Objectives—Opportunities—Options

• **James K. Feeney,** president, Windmoeller & Hoelscher Corp., Lincoln, R.I.; **Edward R. Padilla,** chief executive officer, M.A.N.-Roland USA Inc., Middlesex, N.J.; **James R. Price,** president, Taft Equipment Sales Co., Chicago

• **Distribution: New Horizons: A Report from the ANPA Distribution Task Force, Gene McDavid,** vice president and general manager, Houston Chronicle

Three Concurrent Symposia
Commercial Printing—Your Tandem Market

• **Joe M. Blackwell,** director of production, Alexandria (La.) Daily Town Talk; **Jonathan Markey,** president, Gannett Offset, Rosslyn, Va.; **John M. Robe .s,** president and publisher, The Victoria (Texas) A dvocate; **James J. Rogers,** business manager and di ... / production, Oregonian Publishing Co., Portland

Ink Issues: Rub-off, Recycling and Regulation

• **John L. Irvin,** manager/production, St. Petersburg Times and Evening Independent; **Michael Bella,** vice president/production, The Times Journa ..., Springfield, Va.; **Andrew C. Harteveld,** ...nager/Northwest Plant, The Washington Post; **Charles J. Morrow,** director/production, Los Angeles Times; **J. A. Riggs Jr.,** senior vice president/operations, The New York Times

Post-press Packaging: Preprint Predicament

• **James A. Cooper,** assistant vice president/operations, The Washington Post; **Kathleen Hanley,** assistant manager/production, The Times Journal Co., Springfield, Va.; **Dale E. Nissen,** director/production, Houston Chronicle; **Brian Young,** managing director, The Sunday Times, Perth, Australia

Wednesday, June 12

General Session
Theme: Electronic Directions—Our Future Electronics: BYTEing the Bullet

• **James P. Lennane,** president, System Integrators Inc., Sacramento, Calif.

Theme: Electronic Horizons

• **AD/SAT, N.S. Hayden,** president and chief executive officer, AD/SAT, Los Angeles

• **Prepress Electronics—An Overview, David H. Goodstein,** president and chief executive officer, InterConsult, Cambridge, Mass.

• **Electronics in Magazine Publishing, John R. Werner,** assistant to the president, Publishers Phototype International, Carlstadt, N.J.

Three Concurrent Symposia
Keeping Your System Up

• **Kenneth K. Kniceley,** director/production, Charleston (W.Va.) Newspapers; **Marion W. (Pete) Walker,** director/production, Rocky Mountain News, Denver; **T. Michael Clarke,** manager/publishing systems, The Toronto Star; **Francis M. Price,** vice president/production, The Cincinnati Enquirer

Symposium II: Scanning the Scanners

• **Scott C. Cornish,** assistant/quality assurance, USA Today, Rosslyn, Va.; **Jimmy V. Hamilton,** director/data systems and production, The Commercial Appeal, Memphis; **James Norris,** director/operations, Newsday, Long Island, N.Y.; **Michael Stern,** manager/production, Syracuse Newspapers Inc.

PCs: Effective Usage by Newspapers

• **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.; **Joseph P. Albrecht,** publisher, Cookeville (Tenn.) Herald-Citizen; **James P. Quinn,** vice president/production and systems, The Home News, New Brunswick, N.J.; **Rockford Smith,** assistant vice president, Stauffer Communications, Joplin, Mo.; **Stephen B. Waters,** vice president, Daily Sentinel, Rome, N.Y.

Recycling may face tough times

Although newsprint mills are recycling waste paper at an increasing rate, the recycling industry may be in trouble.

"The main cause of the problem is the strength of the dollar and the trade deficit," said Peter L. Grogan, executive director of Eco-Cycle Inc., a nine-year-old recycling program in Boulder, Colo.

The recycling industry is finding that its waste products are too expensive for buyers overseas, he explained. The industry also is meeting competition at home from less-expensive raw pulp imports.

Grogan is not optimistic, saying that recycling in the United States "will go a couple steps backwards. We're going to see some (recycling) programs go out of business."

Another reason recyclers may be in for hard times is the current newsprint glut. Joseph F. Prendergast, ANPA manager of newsprint and transportation, noted that oversupply is holding newsprint prices down. One reason is that the strong U.S. dollar makes it feasible for U.S. users to buy newsprint from overseas suppliers.

To municipal recycling programs, the newsprint glut means the price of their major commodity, old newspapers, is likewise depressed.

Fred A. Sharrin, editor of the Official Board Market, a paper industry publication, reported that the price of waste newspapers often fluctuates, but in June it was "at a low" of $25-30 per ton. A year ago, waste papers sold for $50 per ton.

Thus, recycling programs are losing money. Eco-Cycle, which supplies about 1,000 tons of waste newspapers per month to various paper companies, had a $34,000 profit last year. This year, it expects to lose $75,000 to $80,000.

While Eco-Cycle previously was able to balance its budget without using funds from the cities of Boulder and Longmont, Colo., which it serves, "Now, we're using the (city) funds for plain everyday operation," said Grogan. In the past, it used city funds only for program improvement, such as buying more equipment.

Bryan F. Allen, manager of newspaper recycling at the Ontario Paper Co. Ltd. in Thorold, Ontario, blamed depressed prices on an oversupply of waste newspapers. "There are a lot of waste newspapers right now. It seems to have hit everyone (all the paper companies) at the same time," he said.

According to the latest report of the American Paper Institute, the amount of waste newspapers to produce newsprint increased 16.3 percent in two years, from 930,000 short tons (844,000 metric tons) in 1981 to 1,082,000 (982,000) in 1983.

The demand for waste newspapers, while not matching the burgeoning supply, still is not falling.

The number of municipal collection programs in the United States is now about 400, said J. Rodney Edwards, API vice president/paperboard. That compares with slightly more than 225 five years ago. Many communities are stressing recycling, especially those having problems disposing of solid waste, he added.

Ironically, the success and growth of collection programs are contributing to their financial problems. "We're over-collecting now," said Edwards. Mills using recycled paper are "running close to capacity at this point."

Garden State Paper Co. in Garfield, N.J., which relies exclusively on waste newspapers, has a "temporary oversupply," according to Clare Mullett, manager of the company's eastern regional procurement operation. Garden State uses about 500,000 tons of waste paper per year. Its suppliers include 50 municipal programs.

Ontario Paper Co. Ltd., which started producing newsprint from recycled fibers in 1983, also has an oversupply. "We're trying to cut back our purchasing program," said recycling executive Allen.

API's Edwards does not foresee a return to equilibrium until there is more growth in the U.S. economy.

Meanwhile, recycling programs are having to trim their staffs and cut back their services, according to Eco-Cycle's Grogan. "We're holding down expenses to weather the storm."

As tough times hit the recycling business, some efforts are being made to protect it. For example, Edwards of API said that to counter the possibility that recyclable paper will be incinerated, 25 states have enacted legislation protecting the paper recycling industry. New Jersey has even proposed mandatory recycling laws.

However, "in the face of the oversupply, such laws would be counterproductive," Edwards said. "Recycling should not be legislated in or out." The market should determine the amount of waste products to be collected, he said.

Besides Garden State, five other U.S. paper companies use all or a percentage of recycled fibers for newsprint production: FSC Paper Co. in Alsip, Ill., Publishers Paper Co. in Oregon City, Ore., Southeast Paper in Dublin, Ga., Southwest Forest in Snowflake, Ariz., and Manistique Paper Co. in Manistique, Mich. Ontario Paper is the only Canadian newsprint mill that uses recycled paper. —*Miriam Arichea*

Gary Rehn

Community groups such as Boy Scouts and local church groups help with Saturday curbside pick-up.

Arichea, a Duke University senior, is interning at pressetime *this summer.*

Newspaper stocks reach 50-day level

Newsprint consumption by all U.S. users was 0.1-percent higher in May than in May 1984. For the first five months, U.S. users consumed 1.1-percent more than they did in the same period in 1984.

Consumption by U.S. daily newspapers increased 4.6 percent in May and 4.2 percent for the first five months, compared with 1984 totals.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 50 days' supply at the end of May, up from 43 days a year earlier. Stocks of North American mills were 20.4 percent above the previous year's level.

The May operating rate for Canadian mills was 94 percent, and for U.S. mills it was 90.3 percent.

Shipments from Canadian mills for the first five months were up 5.1 percent from the same period last year. Canadian shipments to the United States increased 6.7 percent, those within Canada increased 0.1 percent, and those to overseas customers increased 1.6 percent.

Domestic shipments from U.S. mills for the first five months were down 4.9 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	1985(r)	1984	% Change
Northeast	175,206	167,680	+4.5
North Central	150,725	150,385	+0.2
South	231,695	227,294	+1.9
West	161,261	160,176	+0.7
Circulation size			
up to 25,000	54,669	45,208	+20.9
25,001-100,000	144,012	124,508	+15.7
Over 100,000	520,206	535,819	-2.9
April totals	718,887	705,535	+1.9
Four-month totals	2,793,757	2,684,227	+4.1
Region	**1985(p)**	**1984**	**% Change**
Northeast	186,513	174,528	+6.9
North Central	159,837	157,495	+1.5
South	241,716	231,705	+4.3
West	168,579	159,540	+5.7
Circulation size			
up to 25,000	56,960	47,245	+20.6
25,001-100,000	151,384	130,233	+16.2
Over 100,000	548,301	545,790	+0.5
May totals	756,645	723,268	+4.6
Five-month totals	3,550,402	3,407,495	+4.2

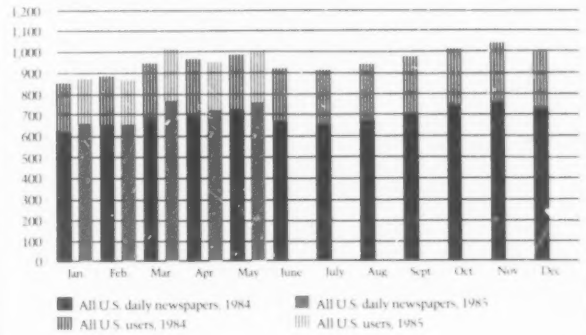
Estimated consumption of all U.S. users

	1985	1984	% Change
March totals	1,004,000(r)	946,000	+6.1(r)
April totals	951,000(r)	973,000	-2.3(r)
May totals	994,000(p)	992,000	+0.2(p)
Five-month totals	4,687,000(p)	4,638,000	+1.1(p)

Production

	Canada	U.S.A.	North America
May 1985	768,045	418,316	1,186,361
May 1984	811,068	435,896	1,246,964
Decrease	-43,023	-17,580	-60,603
	-5.3%	-4.0%	-4.9%
Five months 1985	3,848,931	2,079,258	5,928,189
Five months 1984	3,592,847	2,118,429	5,711,276
Increase or decrease	+256,084	-39,171	+216,913
	+7.1%	-1.8%	+3.8%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
March 1985	966,785	42	6
March 1984	777,550	34	5
April 1985	976,758	43	6
April 1984	770,386	33	6
May 1985	963,423	44	6
May 1984	811,160	36	7
Canadian mills			
May 1985	382,324	--	--
May 1984	326,743	--	--
U.S. mills			
May 1985	70,826	--	--
May 1984	49,601	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1985	533,672	86,480	121,791	741,943
May 1984	611,729	99,107	138,875	849,711
Five months 1985	2,769,945	438,535	544,023	3,752,503
Five months 1984	2,595,590	438,258	535,239	3,569,087
Increase	+174,355	+277	+8,784	+183,416
	+6.7%	+0.1%	+1.6%	+5.1%
From U.S. mills				
May 1985	393,415	----	16,611	410,026
May 1984	416,599	----	34,239	450,838
Five months 1985	1,954,901	----	114,330	2,069,231
Five months 1984	2,055,302	----	114,232	2,169,534
Increase or decrease	-100,401	----	+98	-100,303
	-4.9%	----	+0.1%	-4.6%
From North American mills				
May 1985	927,087	86,480	138,402	1,151,969
May 1984	1,028,328	99,107	173,114	1,300,549
Five months 1985	4,724,846	438,535	658,353	5,821,734
Five months 1984	4,650,892	438,258	649,471	5,738,621
Increase	+73,954	+277	+8,882	+83,113
	+1.6%	+0.1%	+1.4%	+1.4%

[1]Based on stratified data from ANPA member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Goldsmith, Crown pledge cooperation

Sir James Goldsmith and Crown Zellerbach Corp. agreed to cooperate on a plan to restructure the company and "to work together to maximize shareholder values."

Under terms of the agreement, Crown Zellerbach elected Goldsmith to its 12-member board; the two parties suspended their lawsuits against each other; and Goldsmith will not buy more Crown stock until 10 days after giving notice of intent to do so, or until 48 hours after Crown's restructuring has been filed with the Securities and Exchange Commission—unless there is "some extraordinary event" regarding the company.

Prior to the agreement, Goldsmith purchased another 1.2-million shares and raised his stake in the company to nearly 25 percent [presstime, June 1985, p. 85].

In other ownership matters:

- Olympia & York Developments Ltd., a Reichmann family-owned firm, is proposing to sell its 93-percent interest in Abitibi-Price Inc. to Gulf Canada Ltd. as a part of a plan to buy a 49-percent share of Gulf Canada from Chevron Corp. Olympia & York purchased Abitibi in 1981.
- Kruco Inc., a holding company founded by a former Kruger Inc. president, wants Kruger to divulge financial information Kruco wants before selling 1.25-million Kruger shares. The holding company owns 32 percent of Kruger, and the proposed sale represents about one-third of that amount. Kruger opposes the move. □

Production temporarily suspended at 13 mills

Four Canadian newsprint producers are suspending production temporarily at 17 mills. They are:

- Abitibi-Price Inc. at nine mills for an average of five days this month, decreasing production by about 29,000 metric tons
- Consolidated-Bathurst Inc. at four mills for two weeks beginning June 22
- CIP Inc. at its Gatineau and Trois-Rivieres, Quebec, mills—June 22-July 2; at its Dalhousie, New Brunswick, mill—June 28-July 8
- Crown Forest Industries Ltd. at its Campbell River, British Columbia, mill—the week beginning June 10. □

Norfolk issues warning on Conrail

Norfolk Southern Corp. said if it is barred from tax credits held by Conrail or if substantial progress is not made by the end of this year in securing congressional approval of the sale of Conrail, the company may drop its offer to buy it.

Congressional hearings continue regarding purchase proposals of Norfolk Southern and Morgan Stanley & Co. [presstime, June 1985, p. 85].

The Congressional Budget Office estimated that the government will make a $200-million profit by selling Conrail to Norfolk Southern. But CBO added there are uncertainties surrounding the sale.

Also, a group of Conrail employees has taken the Department of Transportation to court over whether the government has the right to negotiate a sale that includes the employees' 15-percent interest in Conrail.

Meanwhile, the Norfolk Southern and Guilford Transportation Industries have reached agreement for the transfer to Guilford of 955 miles of railroad and trackage rights over an additional 375 miles. The divestiture is part of the Conrail purchase process. □

Van line purchase OKd

The ICC has approved Norfolk Southern Corp.'s application to acquire North American Van Lines. It was the first time since a 50-year-old ban was lifted last summer that the ICC has allowed a railroad to purchase a trucking company whose services will not be tied to the rail operations. Trucking and union interests are expected to challenge the decision [presstime, Oct. 1984, p. 60]. □

Greyhound franchises routes

Greyhound Corp. has started franchising portions of its 94,000-route-mile bus line in an effort to curb losses. It plans to spin off 10 percent of its routes.

Greyhound, which lost about $1 million in 1984, said it eventually may get out of the bus-transportation business if the franchising program is unsuccessful.

The company also has begun selling many of its downtown bus terminals in major cities. It plans to relocate most of the terminals closer to expressways.

Greyhound attributes its financial problems to decreasing ridership, although its charter bus service has expanded and package shipments—including newspapers—have provided steady revenues.

Trailways Bus System has engaged in franchising since the 1930s and now has 41 member companies in its system. □

TRANSPORTATION NOTES

- U.S. railroads in 1984 paid a record low in **loss and damage claims**—46 cents for each $100 of freight revenue, the Association of American Railroads said. It was the first year that the payout per $100 of revenue fell below 50 cents. The payment was 53 cents in 1983 and 75 cents in 1982.

  The AAR attributed the decline to improvements in equipment, training, and inspections and audits.

  Another factor is rail deregulation that permits claim-payment clauses in contracts. New claims filed in 1984 totaled 449,017, down 14.3 percent from 1983, reflecting another all-time low.

- The AAR also has reported that the **number of railroads in the United States declined** from 6,000 in the 19th century to about 400 today—including switching and terminal companies. Of those 400, 29 are classified as Class I, with annual gross revenues of $84 million or more. They account for more than 95 percent of all U.S. rail traffic.

- Several U.S. railroads have petitioned the Interstate Commerce Commission to reconsider its May order reasserting jurisdiction over **boxcar joint rates** and requiring affected railroads to file appropriate tariffs on joint-line boxcar shipments.

  The ICC recently instituted certain regulatory changes following an order from a U.S. Court of Appeals. The ICC has asked the Supreme Court to hear an appeal of that order, but the court denied the petition.

  The ICC also has reopened its proceeding on rail decontrol [presstime, June 1985, p. 85].

- The Union Pacific Railroad System and Katy Industries reached an agreement under which the Union Pacific will acquire **Missouri-Kansas-Texas Railroad Co.**, a 98-percent-owned Katy subsidiary, for $108 million. M-K-T operates 3,100 miles of track. The transaction is subject to ICC approval.

Speeches

Tom Johnson

Drake Mabry

Maurice Buchart

William Van Kirk

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Reducing the Conflict Between Business and the Media
Tom Johnson, publisher and chief executive officer, Los Angeles Times. Remarks made in receiving the annual Executive of the Year Award, University of Arizona, Tucson, March 29.

The Nation's Newspapers—Credible or Incredible?
Drake Mabry, former associate editor, The Des Moines Register. New Mexico State University chapter, Society of Professional Journalists, Sigma Delta Chi, Las Cruces, May 1.

From the 38th Congress of the International Federation of Newspaper Publishers, Tokyo, May 12-16:

The Role of the Publisher
Robert Thomas, managing director, North Wales Newspapers Ltd., Oswestry

Do Economic Interests Threaten Freedom of the Press?
Basilio Riesco, director, Jean Frey AG, Zurich, Switzerland

New Technology for Graphics and Photographs
Edward D. Miller, chairman, Computer News Graphics Inc., Cinnaminson, N.J.

Technological Developments at Japanese Newspapers
Yoshiyuki Kuroiwa, chairman, NSK Production Committee, and production manager, Mainichi Shimbun, Tokyo

Newspapers and the New Electronic Media in Japan
Hirohiko Oshima, vice chairman, NSK Media Development Committee, and executive vice president, Chunichi Shimbun, Nagoya

Electronic Publishing and the Future of the Press: The French Experience
Francis Raoul, head/external relations, Le Parisien Libéré, and president, Syndicat des Quotidiens Regionaux

Radio, TV and the Written Press in Italy
Giovanni Giovannini, president, Italian Federation of Newspaper Publishers, Turin

Labor Disputes on Shorter Working Time in the German Print Industry in 1984
Rudiger Niemann, managing director, German Newspaper Publishers Association, Bonn

Coping with the Information Explosion: A News Agency Solution
Ian MacDowall, editor for Asia, Australia and New Zealand, Reuters

From the International Newspaper Financial Executives spring conference, Hot Springs, Va., May 5-8:

Keynote Address
Maurice Buchart, vice president and general manager, The Courier-Journal and The Louisville Times

Internal Controls and the Auditor
Alan R. Pfeifer, director/auditing, The Times Mirror Co., Los Angeles

Personal Computers in the Newsroom
William Van Kirk, editor/systems and office support, Tribune Co., Chicago

Telecommunications and the Financial Executive
William G. Hooper, director/telecommunications consulting services, Price Waterhouse & Co., St. Louis

Suburban press ponders challenge from rising competition

Newspapers serving big-city suburbs have carved out quite a niche for themselves over the past 20 years. Many enjoy a stronghold on suburban advertising and news. Loyal readers have come to think of them as their "hometown" paper.

But the market may be changing for many of the nation's suburban newspapers.

"Lately, competitors have been springing up around us," said Richard Aginian, president and chief executive officer of Suburban Communications Corp. of Livonia, Mich. Suburban publishes 12 twice-weekly papers in the northern and western Detroit suburbs.

For one thing, "Dailies have woken up and are getting their act together and doing it very well," he said.

Of course, "there's also Advo," he said, referring to Advo-System Inc. and other direct-mail firms that are competing for the business of distributing preprinted advertising.

Lewis F. Fisher, president of Fisher Publications of San Antonio, said direct mail is "probably our biggest" competitor. However, as is characteristic of the suburban press, he said his company is very flexible and can make changes to meet demand.

"With nine publications, we have a mix that enables us to adapt to our market. It helps to adjust to competition." In a way, Fisher added, "We compete with everyone and we compete with no one."

Comments of Aginian and Fisher came during the Suburban Newspaper Association's June 4-7 convention in Washington, D.C., at which Aginian was elected SNA president and Fisher was elected treasurer for 1985-86.

Other officers elected at the convention were First Vice President William Canino of Sentinel Publishing Co., East Brunswick, N.J.; Second Vice President Stephen F. Rose of Sun Publications, Overland Park, Kan.; and Secretary Hank Crockett of the Camarillo (Calif.) Daily News.

The convention itself was noteworthy for the number of speakers who described the extent of suburbans' rising competitive challenges.

For example, the suburban publishing executives heard Frank H. Shepherd, director of operations, city newspapers of Scripps Howard, say that while "you suburban publishers here today have been kicking us in the shins for years," that is going to stop.

Aginian (left) talks with H. Harrison Cochran of Sentinel Publishing Co., Denver.

"I'm here to tell you today we've come a long way, baby," Shepherd said. His and other metropolitan newspapers now are offering zoned editions as well as total-market and selective-market-coverage products.

"Those who produce a superior editorial product delivered effectively will be the most successful," Shepard added.

In another presentation, Advo President William W. McConnell said his company has more than 800 salespeople in 200 markets, competing with suburban and other newspapers for preprinted-advertising business.

Talk at the convention also included postal issues, and McConnell outlined his company's objection to daily newspapers' using second-class rates for delivery to non-subscribers. Advo has filed a complaint with the Postal Rate Commission.

SNA has not taken a position on the Advo complaint. But Aginian said the topic will be placed on the association's agenda for consideration.

Despite the absence of a formal position, many SNA members clearly oppose the "second-class TMC" practice. Aginian said he believes it is "an abuse of the system," and Fisher said "I don't think they'll allow that to go on much longer."

As a Chicago-based trade association, SNA represents a significant chunk of the suburban newspaper field. Its membership includes 193 publishing companies with more than 1,000 publications and 13 million circulation. About 70 percent of the member papers are free-circulation or have a "voluntary pay" system, said Executive Director James E. Elsener.

Aginian said as president he wants to re-examine SNA goals. "If one thing is certain," he said, "it is that [the market] is changing." Suburban publishers must ask themselves, "Are we going in the right direction?"

Above all, Aginian said, suburban newspapers must "guard against losing ground" as metropolitan newspapers did 15 or 20 years ago by not serving the growing suburbs well enough.

Is that happening now to the suburban press?

"No," he said, "I hope not."

—C. David Rambo

Canada loosens rules on cross-ownership

The Canadian government has lifted restrictions on the ownership of broadcasting outlets by newspaper companies.

In 1982, the then-ruling Liberal government directed the Canadian Radio-television and Telecommunications Commission to deny new broadcasting licenses or license renewals to applicants owning daily newspapers in the same market area unless the license would be in the public interest.

The commission subsequently approved the continuation of media cross-ownership situations in four instances [presstime, Oct. 1983, p. 23].

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said the Conservative government's new directive removes from newspapers the burden of having to prove each time a broadcast license comes up for renewal that the public interest would be served by continuing it.

In deciding license applications, the CRTC will still be able to consider cross-media ownership as one factor. □

National Newspaper Week Sept. 15-21

National Newspaper Week will be observed Sept. 15-21 with the theme "Freedom Of The Press Is Everybody's Freedom."

This year's observance, sponsored by Newspaper Association Managers Inc., will be a month earlier than usual in order to coincide with the 100th anniversary convention of the National Newspaper

Association Sept. 18-21 in Minneapolis.

International Newspaper Carrier Day, sponsored by International Circulation Managers Association, again will be celebrated during National Newspaper Week. The theme of the Sept. 21 observance is "Every Success Story Has A Beginning."

Newspaper Week press kits will be available for purchase in early August from the Ohio Newspaper Association, 145 E. Rich St., Columbus, Ohio 43215. The single-copy cost is $2.

Promotional material for Carrier Day is available from Berkley-Small Inc., P.O. Box 91460, Mobile, Ala. 36691, and Hickey-Mitchell Insurance Co., 4242 Lindell Blvd., St. Louis, Mo. 63108. □

Next minority fellowships deadline July 29

July 29 is the deadline for applications for 12 ANPA Minority Fellowships for the fall and winter of 1985.

The fellowships, covering tuition, travel, hotel accommodations and meals to newspaper-industry seminars, are designed to increase the opportunities for minorities' career advancement.

Eligible are minorities who are full-time employees of a newspaper or are journalism educators. Nominations may be made by newspaper executives or journalism school administrators. The Foundation also encourages self-nomination, with the recommendation of a supervisor.

To apply, contact Nancy Osborn of ANPA Foundation at The Newspaper Center in Reston, Va. □

UPI requests wage concessions, reports high profit for month

Officials of United Press International and the Wire Service Guild in late June were negotiating over a UPI proposal to freeze wages and temporarily cut some benefits.

If the parties are unable to come to terms, the issue will go before the U.S. Bankruptcy Court where UPI has filed for Chapter 11 protection.

Also, the wire service in late June said it had eight possible buyers of the financially troubled company. One firm that continued to be interested in a possible purchase was Reuters, UPI officials said.

Under the wage-freeze proposal, salaries would remain at early-June levels until January 1986, when they would increase 5 percent. A new labor contract would be negotiated in April 1986, when the current one expires.

Wages had been scheduled to increase on July 1 to 95 percent of levels that existed before a salary-reduction plan took effect last September.

About 200 UPI employees, unhappy with the latest wage-freeze request, June 13 staged an informational picket at a dozen of the service's U.S. locations. Workers protested not only the salary situation but also a proposal that pension fund contributions be suspended until the contract renegotiation. UPI has not contributed to the fund since last September.

UPI said the wage concessions were needed in its turnaround effort despite a $378,000 operating profit posted in the first month under Chapter 11 bankruptcy. The company said the period from April 29 to May 31 was its best monthly performance in more than 20 years. □

Ad group to meet

The Future of Advertising Committee of the Newspaper Advertising Bureau will begin deliberations this month.

The eight-member steering committee announced at the ANPA Convention in May will meet in Chicago July 17-18 to establish priorities. These are expected to be based on lists of objectives submitted by members over the past month [pressstime, June 1985, p. 50].

Committee Chairman Harold W. Andersen, president of the Omaha World-Herald Co., said the group will organize task forces for specific projects.

The committee, made up of representatives of newspapers around the country, was formed to examine ways to increase newspapers' share of advertising. □

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ANPA Calendar

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA/AEJMC Cooperative Committee meeting
Holiday Crowne Plaza Hotel, Memphis, Aug. 3

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Telecommunications Systems Workshop, "Connections"
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 22-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation NIE Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

Newsprint Seminar sponsored by ANPA and the Canadian Pulp and Paper Association Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

ANPA Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

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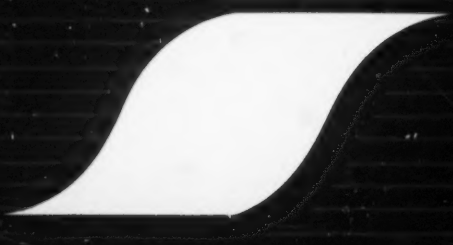

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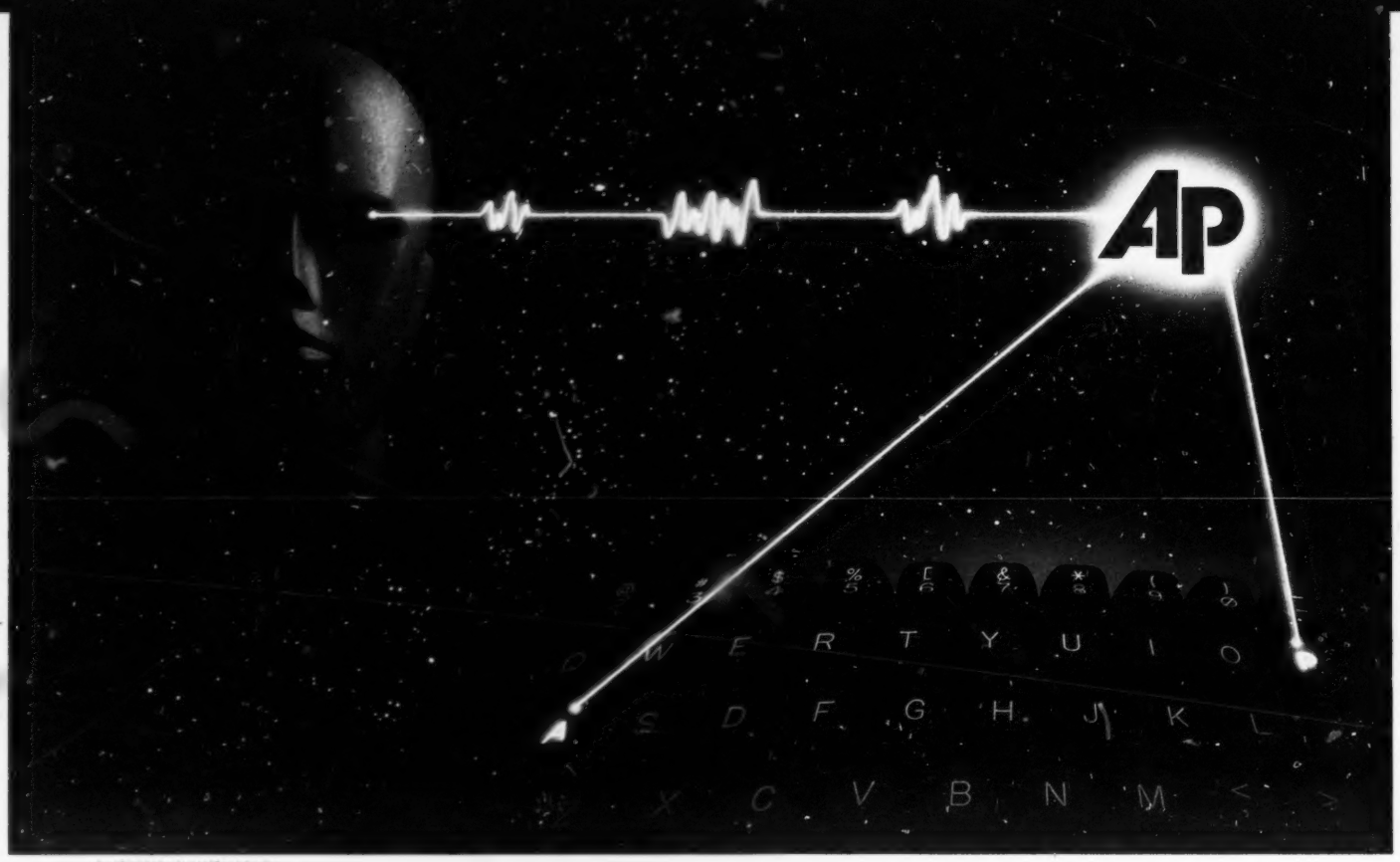

PHOTOGRAPH BY MARTIN BOUGH

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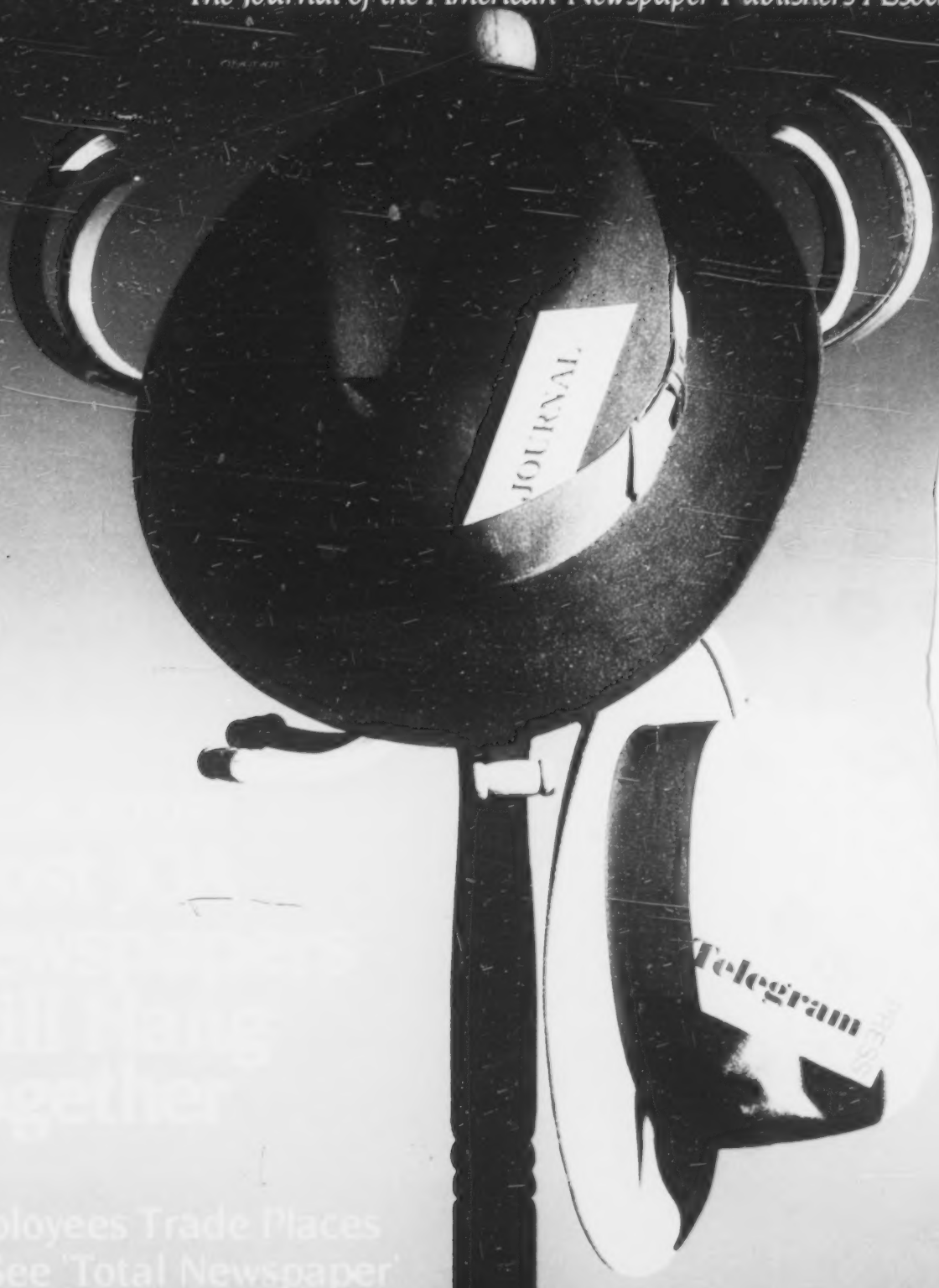

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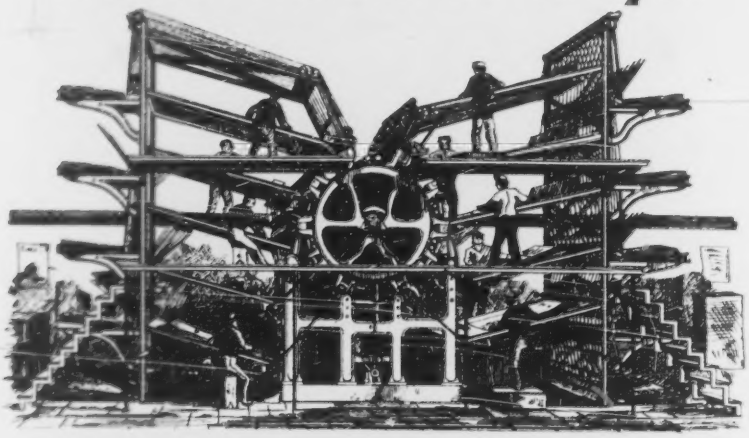
Employees Trade Places To See 'Total Newspaper'

What Good ol' Days?



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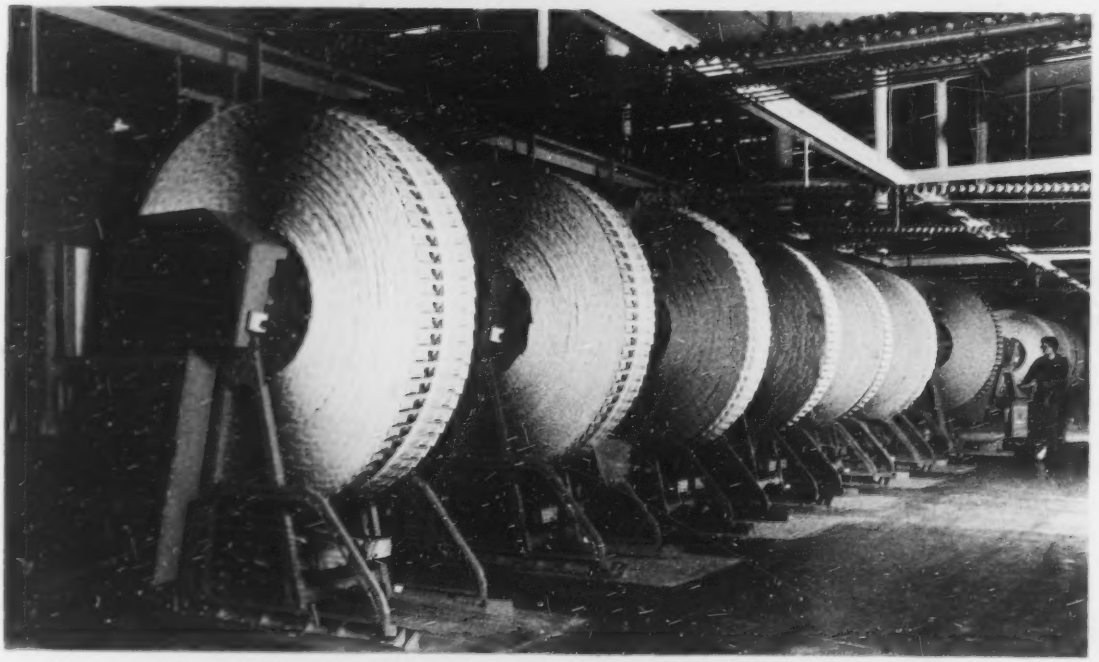

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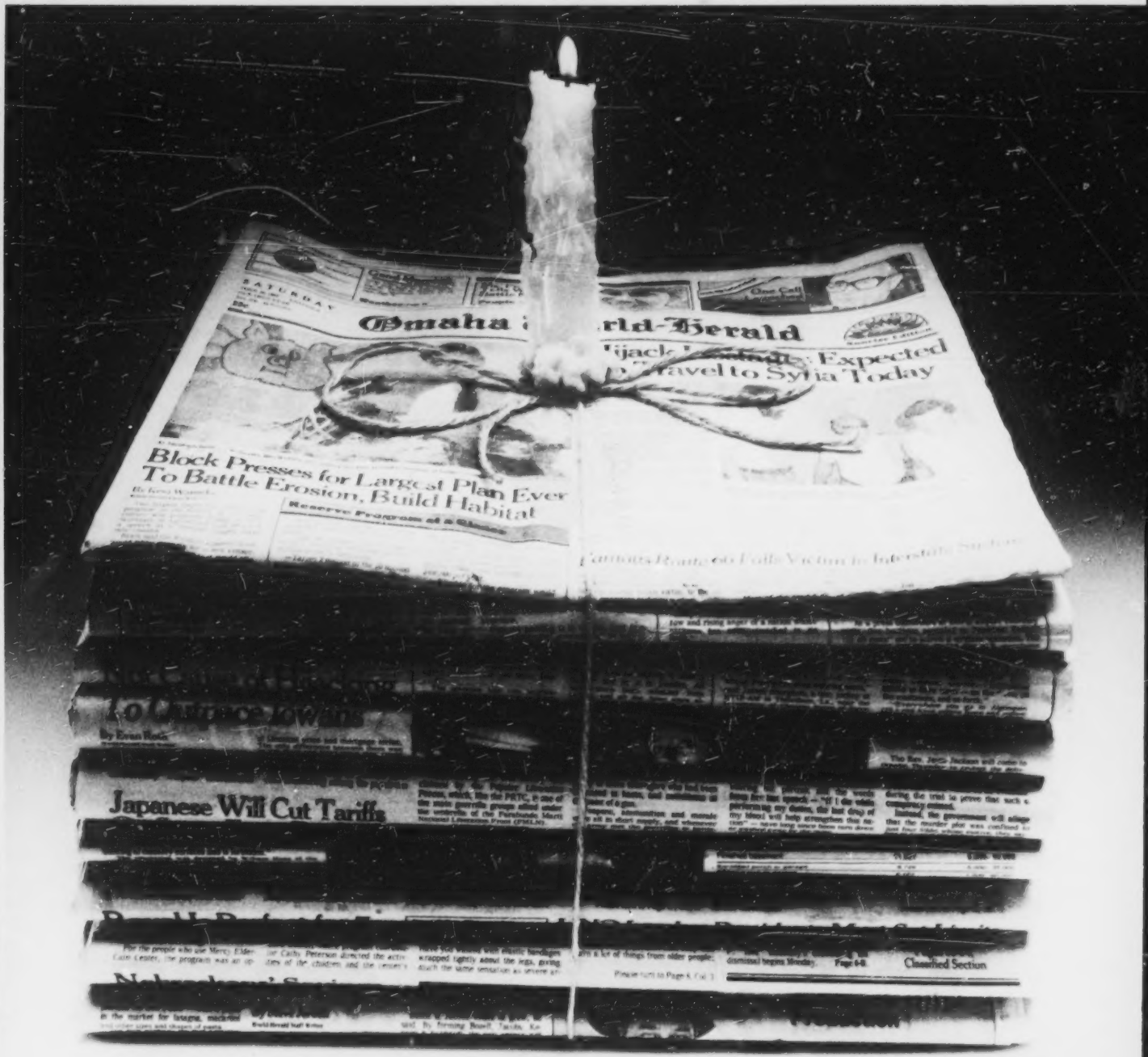
Block Presses for Largest Plan Ever To Battle Erosion, Build Habitat
Japanese Will Cut Tariffs
Page 6-B
Classified Section

THE CELEBRATION OF A CENTURY.

Today's copy of The World-Herald isn't just today's news. It's the daily renewal of a personal relationship that began in 1885 when the first reader picked up the first copy and made us part of his life.

In the Midlands where we publish, such partnerships tend to endure. The ties between people, and between people and the institutions they trust, are as much a part of the pattern of life as the turn of the seasons.

The centennial we mark August 24 is more than ours. It belongs to millions, who've come with us this far and, we hope, will let us be part of their lives in our second hundred years.

Omaha World-Herald

presstime

INDEX VOLUME 7, NUMBER 8 AUGUST 1985

Special Report *Born amid controversy, the Newspaper Preservation Act just turned 15 years old. The federal law provides a limited antitrust exemption for separately owned, competing newspapers that combine their commercial functions but keep independent news-editorial operations. Today, there are 22 such joint operating arrangements, or "JOAs." Since 1970, some JOAs have ended, others have been formed and still others have been extended. Although the overall situation is regarded as stable, one JOA appears destined for dissolution.* 16

Walk a mile in my shoes *At newspapers in two cities, employees get to know more about the "total newspaper" by spending time in other departments.* 6

Minority marketplace *Job fairs that bring media employers together with minority job candidates are growing in popularity.* 10

Paper as censor's tool *Some governments use their control over the supply of newsprint to apply pressure on the press.* 12

Not for release until. . . *Despite official protests when news embargoes are broken, there is no indication the media will change their ways.* 14

Getting good graphics *Newspapers can tap a growing number of outside services for illustrations, or they can produce their own with the help of computers.* 26

Downtown: To stay or go? *Some papers are pulling out of center-city locations, others are remaining, and some have found a middle ground.* 29

Profile: George A. Krimsky *A former overseas reporter and editor for the Associated Press, he now directs The Center for Foreign Journalists.* 32

Essay: Third-class postal rates *Gannett Co.'s William J. Keating says fairness dictates a change in the structure of third-class postal rates.* 33

Mail-speed survey *An ANPA-sponsored study shows little difference in delivery time between first- and third-class mail, although first-class rates are higher.* 38

Videotex update *Viewtron's first expansion will be in Minnesota, not Massachusetts as had been planned.* 40

The flexo experiment *A flexography test at The Washington Post provides new insights into this new printing process for newspapers.* 52

Trading places, p. 6

Joint operating arrangements, p. 16
(Cover photo by Alan Tepper.)

Office location choices, p. 29

Advertising	42	Employee relations	46	Speeches	59
ANPA calendar	62	Government affairs	34	State and local	39
ANPA news	64	Newspaper business	60	Technology	52
Chairman's corner	4	Newsprint	56	Telecommunications	40
Circulation	44	Postal affairs	38	Transportation	58

CHAIRMAN'S CORNER

Speak out in opposition to efforts in Congress to 'reform' the FOIA

They're at it again!

Under the overworked guise of "reform," a few members of Congress are busily at work trying to gut the Freedom of Information Act. The so-called Reform Act (S 150) has once again cleared the Senate Judiciary Subcommittee on the Constitution and is awaiting action by the full Judiciary Committee.

To set the record straight, S 150 is not a reform act. It is a retreat act—a retreat from our democratic commitment to open government. It does not remove obstacles to the free flow of unclassified information, it creates new obstacles. It does not protect the American public's right to know what its government is doing, it interferes with that right.

Richard J. V. Johnson

It interferes by:

- Placing an 8-year moratorium on organized crime records, regardless of public interest or the status of the investigation
- Establishing a system of royalties and fees for access to commercial, technical information—which would create the next thing to a government copyright
- Setting a new exemption for the Secret Service
- Allowing longer periods for agencies to respond to requests
- Letting agencies charge the public for the time it takes to review records and to excise exempt materials
- Giving government broader authority to withhold information by claiming it "could reasonably be expected" to violate privacy.

None of these provisions of S 150 serves the public. They serve instead to weaken the Freedom of Information Act.

We, in our role as watchdogs of government and guardians of the public interest, must speak out in opposition to S 150. And we must do so loudly and clearly.

We must spread the word to our readers and to our representatives in Washington about the negative consequences of S 150. We must make it clear that we're not talking about legitimate military or state secrets, and we're not talking about real national security; that information is protected by a host of other laws. What we are talking about are the crucial, day-to-day workings of our government—things we ought to know about, things we all have the right and urgent need to know about.

The FOIA is one of the tools we have to help preserve an open society. It works well. The country will be best served if the current law is left standing without any gutting "reform." It ain't broke, so let's not let congressional tinkerers try to "fix" it.

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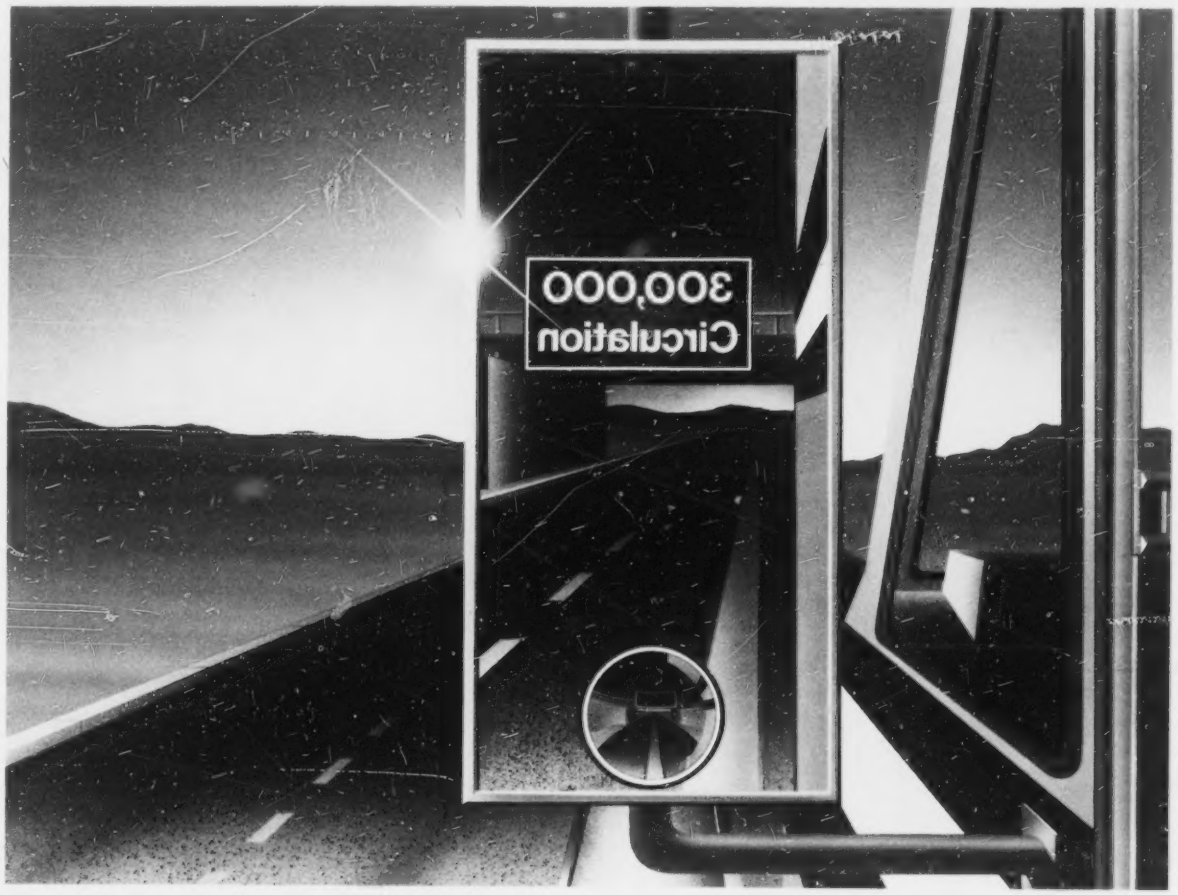

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San Jose Mercury News

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TRADING PLACES

A *way to learn what others do*

BY CLARK NEWSOM
presstime labor writer

Newspaper employees in at least two cities are finding out what "the total newspaper" concept is all about as they gain a better understanding of and appreciation for the jobs their fellow workers do.

"We're dependent on people and their actions," notes James D. Lonergan, president and publisher of the Wichita Falls (Texas) Record News (morning, circulation 34,945) and Times (evening, 14,819), where every employee spends several days a year "interning" in other departments. Many experienced newspaper people "have a woeful lack of knowledge of the total newspaper," he notes.

Lonergan started the program shortly after moving to the Harte-Hanks Communications Inc. dailies in 1981.

"I thought it was a good idea from the word go," says Executive Editor Don James, who has been with the papers since 1956. "Every newspaper in the United States ought to have this program."

So far, James is the only employee who has spent time in every department. He says that a person who completes the circuit, which may take more than two years, should then start revisiting the various departments because the newspaper industry is changing rapidly in many areas.

The other city where employees are gaining new insights into the business is Spokane, where a pilot "cross-training" program involving 25 participants was recently completed at The Spokesman-Review (morning, 81,858) and Spokane Chronicle (evening, 47,046).

Becky Chaney, Wichita Falls Record News and Times

Frances Tate, administrative assistant to the publisher of the Wichita Falls Record News and Times, and camera platemaking foreman Buddy Grace prepare a roll of newsprint for the press.

Gayle E. Carmichael, manager/training and development, devised the program along with William R. Boehme, assistant manager/circulation. Carmichael says the program will be expanded to 50 participants later this summer.

Executives contacted at eight dailies and at five newspaper groups in the United States and Canada say they believe the training programs in Wichita Falls and Spokane are the only ones of their kind in the newspaper business.

It is not uncommon for selected employees to work in various departments as part of a management training program, or for white-collar workers to learn more about production techniques (presstime, March 1985, p. 14). What makes the training programs in Wichita Falls and Spokane so distinctive is the fact that they involve all employees and all departments.

"I think it's an excellent idea," says Paul S. Hirt, who is widely credited with the concept of marketing the total newspaper.

"It should be adopted more widely," says Hirt, now retired from the Chicago Sun-Times where he was a promotion executive.

Austin C. Drukker, chairman of the Training Task Force of ANPA's Industry Affairs Committee, also endorses such training programs. "Anything that gives an employee a better understanding of other employees' problems results in better cooperation," says Drukker, president and publisher of The Herald News of Passaic, N.J. "In principle, the idea is fantastic. I like the spirit of it."

At the same time, he says "there is a question of how much an employee can learn in one day." In order to make such programs effective, he adds, they must be conducted in such a way that employees "pick up points while interacting with each other." For example, participants can be shown how late ads create problems in the composing room.

Wichita Falls goals. One objective of the program at the Texas newspapers is to give all employees the opportunity to become well-rounded newspaper people with a clearer understanding of how their roles fit within the overall operation.

Publisher Lonergan acknowledges that an employee "can't learn much on one shift." But he says the program enables each worker to "get an appreciation and understanding" of others on the staff and their responsibilities.

The program, Lonergan emphasizes, is a "hands-on" experience—not an observer situation that a person could get on a

plant tour. Employees "dress for the job," which means that sometimes a production person will put on a necktie and an advertising department employee will wear jeans. He cites examples of an advertising salesperson working a full day with a circulation department district manager and a production person going with a reporter and being involved in the generation of a story.

According to the publisher, the program has improved communications between departments.

He acknowledges there is one "pitfall": A department sometimes has to operate with reduced staff. But "whatever it costs you, you get it back tenfold," Lonergan says.

The so-called "Employee Internship Program" is administered by Personnel Manager Robert A. Jones, who keeps track of who has worked where and coordinates the program with department heads.

An employee handbook notes that the program "is an integral part of our training process for all employees. As such, it really is a condition for employment."

Lonergan reports that all new advertising sales representatives spend a two-week internship in all departments before they go into the field, "no matter how desperate the need is."

One such employee is Lawrence D. Williams, who started to work in May without previous newspaper experience. "It was rather confusing in the beginning," he says. "I didn't understand how they put a newspaper together." Williams says he "found out where to go to get answers" when problems arise with an ad.

Frances M. Tate, Publisher Lonergan's administrative assistant, has put in five days in five other departments since she started work at the newspapers nine months ago. She worked in circulation delivering papers and filling newsracks, spent a day with the city editor, made calls with an advertising salesperson, found out how the business office interacts with other departments and worked in the pressroom.

"When you haven't worked for a newspaper before," says Tate, the program "pulls it all together." Before she spent a day in the newsroom, "it looked like a shambles" to her. "I have a better feeling for it now."

Susan B. O'Bryan, assistant city editor for the Times, has worked in the composing and advertising departments and plans to go next to the circulation department. "You pick up insights," she says. "You learn your department is not the only department.

"It's a great idea," O'Bryan adds. "I haven't heard anyone say anything negative about it."

Lonergan says a new area he is exploring is for the newspapers' advertisers to spend some time at the newspapers. For example, an automobile dealer's son recently put in four days at the papers, spending a half day with Executive Editor James, working on the sports desk, accompanying a sales representative on calls and observing the production process. "He was given a chance to participate," says James.

Also, a department store manager spent two days in the newsroom.

Assistant City Editor O'Bryan comments that "it would be helpful to bring in city officials" to show them the operation, too.

The Spokane situation. Unlike that in Wichita Falls, the cross-training program in Spokane is just getting off the ground. And rather than spending a shift in every other department at the newspaper, employees decide in conjunction with their supervisors which departments to visit.

After that decision has been made, the employees spend from one to three hours with a "mentor"—the person who does the work and who is willing to share experience.

Training and Development Manager Carmichael says the first 25 participants included people in jobs ranging from clerk-typist to senior management.

Carmichael says some of the objectives of the program are to develop:

- A spirit of unity among departments
- A respect for other employees' work
- A higher regard for the newspapers.

She says the program also was designed to give each participant a perspective of his or her own job and to stimulate career development.

The program requires no special funding, she notes.

Most of the participants get hands-on experience. Nancy L. Langenhorst, an employment interviewer in the employee relations department, worked in the mailroom. "I took the stacks of paper as they came off the press, put them on trucks . . . and bundled papers," she says.

A circulation employee who attended an editors' meeting says, "I had no idea how stories were selected for the papers."

"We're very pleased with what we've seen so far," says Business Manager Robert D. Fairchild. "We've already received benefits that were not perceived when we started, such as in morale and esprit de corps. There is a real concern among employees about how the total product comes out." □

Announcing a new weekly editorial page column by Charles Krauthammer

Commentary from an award-winning writer with something new to say to readers

Charles Krauthammer, 35, won the 1984 National Magazine Award for his essays and criticism in the *New Republic*. "Different in subject and format but unified by elegance of style, originality of insight and the refreshing absence of a doctrinaire point of view," said the citation. Now, Krauthammer is writing a Sunday-release newspaper column that in its first month has brought him a list of 20 outstanding newspapers.

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How do you spell red-hot? T-A-B-A-S-C-O

Page 20

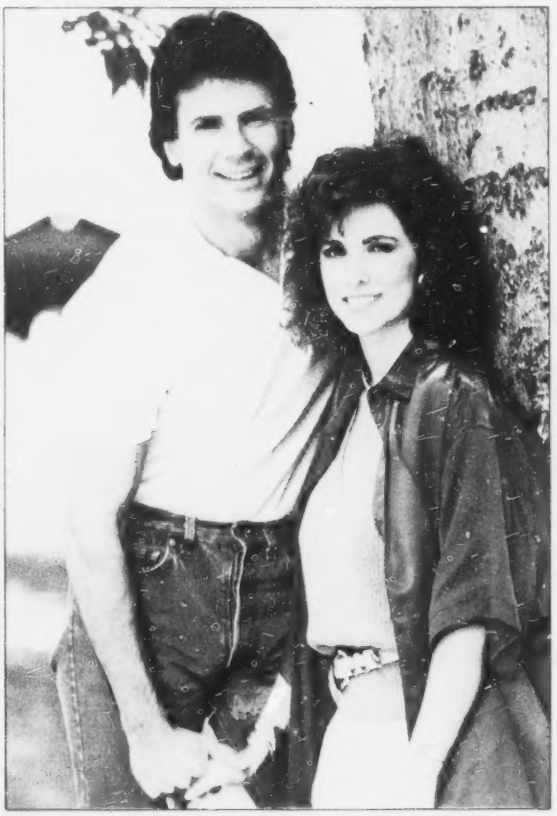
Jane Fonda: Don't be afraid of middle age

Page 8

SPORTS

Ali, Reggie and other autumn hits

Page 16



Together at work, home: Wayne Massey and Charly McClain

COVER STORY

Country Music's Daring Duets:

How they blend music & marriage to keep blues away

They may sing about lyin' eyes, cheatin' hearts and D-I-V-O-R-C-E, but some of the most successful country performers are close-knit husband and wife teams.

Mixing marriage and business is a Nashville tradition. Think of Johnny Cash and June Carter, how Loretta Lynn's career was built by husband

Please turn to Page 4

Starting September 8th, Family Weekly will be known as USA WEEKEND.

What is USA WEEKEND?
It's the new Family Weekly. It's been re-named, re-designed and re-edited. USA WEEKEND is a totally new weekend reading experience. It combines the best qualities of a magazine with the immediacy of a newspaper. It is uniquely timed to reach the exploding weekend marketplace.

What will USA WEEKEND deliver?
Every weekend, it will contain new personalized features, like money and how to spend it, sports and what to look for, life and how to enjoy it, interviews and who thinks what and much more. There will also be familiar Family Weekly features in new dress, like Headliners and What in the World and regular columnists. USA WEEKEND will bring more news, more information, more fun to readers and more opportunity to advertisers.

What will USA WEEKEND mean to advertisers?
A paid circulation of 13 million right out of the gate. An improved product that will mean more time spent reading it...a longer shelf life...greater reader involvement...
more younger readers.

What do you have to do to get a USA WEEKEND prototype?
Just call or send in the coupon. We want you to have a collector's copy of the weekend magazine the USA has been waiting for!

For your collector's issue of USA WEEKEND send in the coupon or call Pat Haegele at 212-719-6912.

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INTENTIONAL
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Minority Job Fairs

A proven way to meet outstanding employee candidates

BY MARCIA RUTH
presstime staff writer

Laurence G. O'Donnell, associate editor of The Wall Street Journal, calls himself "a real fan" of minority job fairs—an event that brings job seekers into contact with prospective employers. As chief minority recruiter for Dow Jones & Co., he has attended about 10 in the past 12 months.

Through this process, O'Donnell located four of the 13 minority interns hired this year by Dow Jones, which seeks to place minorities in about half of its internships. Other candidates O'Donnell has met at various job fairs have landed full-time jobs.

Some, like the woman he met at a Newsday Minority Job Opportunity Conference who holds an MBA from Cornell University and a journalism degree from Northwestern University, were hired directly. Others, like a Brown University graduate he met there, were hired after additional training—in her case, at the Summer Program for Minority Journalists at the Institute for Journalism Education in Berkeley, Calif.

Job fairs have also furnished O'Donnell with names he has passed on to small and medium-size newspapers of the Ottaway group, a subsidiary of Dow Jones. Other names are filed for future reference.

O'Donnell's reliance on job fairs is just one indicator of the growing popularity of these events as tools in newspapers' increasing efforts to employ minorities.

To date, most newspaper job fairs have been designed for editorial employment, but the industry-wide Minority Issues Steering Committee organized last spring has announced plans to use job fairs for non-editorial recruitment as well [presstime, May 1985, p. 82].

The first large-scale media job fair for minorities occurred in 1972 in Washington, D.C., as part of Howard University's first Communications Conference. In 1980, the California Chicano News Media Association staged a West Coast edition, which like Howard's became an annual event.

In 1984, Newsday, the Long Island, N.Y. daily, became the first newspaper to sponsor what is planned as a major, yearly minority job conference for journalists and newspapers east of the Mississippi River. This year, Newsday broke new ground again, with the first major conference specifically aimed at employing minorities in non-editorial departments—marketing, sales, advertising, research and promotion.

Additional recruiting takes place at the annual meetings of the 10-year-old National Association of Black Journalists and the two-year-old National Association of Hispanic Journalists.

Rated only by numbers, the results are moderately impressive, recruiters say. They add that numbers are not the whole story. "It's very hard to know exactly how a person got hired. Sometimes we don't hire a person right away but keep up with them" through later job fairs, O'Donnell says.

Figures are most clear-cut from conferences like Newsday's, which are solely dedicated to job placement at newspapers. Since the paper's latest annual editorial job fair, held in January, there have been 62 job offers with 44 acceptances. The event attracted more than 300 minority job seekers.

Figures are less specific from conferences where job fairs are only one of many scheduled activities and where newspapers are not the only media recruiting.

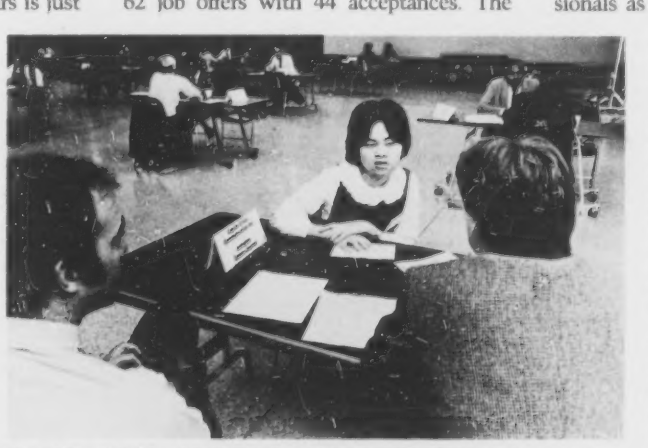
For example, Howard University estimates 30 placements as a direct result of its February 1985 conference, where about 600 of the more than 1,100 registrants signed up for job interviews.

In California, the Chicano association also finds it hard to tie specific offers to job fairs, because the group operates year-round placement services. In the 12 months ending July 1984, CCNMA placed 107 in media jobs.

Most conferences serve a wider function than immediate job placement. For example the annual meetings of the black journalists' association, which attracted more than 1,000 participants in 1984, and the Hispanic journalists' association, with more than 600 attendees this year, have programs that include workshops on job-seeking skills such as resume-writing and interviewing, panel discussions on media topics and presentations by nationally known speakers.

In this environment, much of the job-seeking is informal, with seasoned professionals as well as recent graduates being evaluated by representatives of the 30 to 55 newspapers typically represented by recruiters.

"Sportswriters, copy editors, photographers, columnists—you name it, we'll have it," says Mervin Aubespin, NABJ president and recently appointed associate editor/development for The Courier-Journal and The Louisville Times.



David Burch (left) and Jack Flanders of the Fort Worth Star-Telegram interview applicant for Capital Cities' minority internship program.

Aid from ASNE. While the big conferences are meeting some of the needs of larger papers or newspaper groups for minority employees, the American Society of Newspaper Editors is attempting to work primarily with small and medium-size

papers in a series of regional job fairs.

ASNE's annual surveys of minority employment in newsrooms have consistently shown that the "farm system"—the natural movement from small and medium-size papers to large papers—does not work for minorities [presstime, Aug. 1984, p. 18].

In 1985, the pattern was the same: None of the papers with circulations over 100,000 responding to ASNE's survey said they lacked minority journalists, yet 61 percent of all respondents (primarily small papers) said they had no minority employees in editorial jobs.

ASNE's regional job fairs were proposed as effective ways to bring smaller papers in contact with local talent.

"I feel I would not have had access (to minority applicants) as easily, or probably not at all," says Publisher Loren Ghiglione, who took on a minority intern for each of his two papers after ASNE's September 1984 job fair at the University of Massachusetts in Amherst. Ghiglione, chairman of ASNE's Minority Committee, shares a situation cited by many publishers—his papers, The News of Southbridge, Mass., and The Bristol (Conn.) Press, are in towns with few minorities.

At the larger conferences, small papers often say they are outbid by larger ones for specific candidates.

"It's not a question at all of (small papers) not having the commitment or the desire to hire minorities. It's a competitive situation," says Richard J. Osborne, associate editor of The Journal in Lorain, Ohio. Osborne, who hired a minority reporter with a journalism degree from Ohio State as a result of ASNE's October 1984 job fair in Cleveland, reports his 42,060-circulation paper cannot match offers from metropolitan dailies.

Some say small papers, particularly those that have never hired minorities before, have unrealistic expectations.

"Companies are still looking for Jackie Robinsons," says Lionel C. Barrow Jr., dean of Howard's School of Communications, expressing a concern that papers may limit the field to the kind of exceptional person Brooklyn Dodger President Branch Rickey chose to break the color barrier in baseball's Major Leagues in 1947.

Small regional fairs can help bridge this gap, says Carl E. Morris, ASNE minority affairs director. "My theory is if you get young people who have grown up in a place, they may want to stay. They're familiar with the papers. Recruiters are familiar with the towns. It's a natural fit."

ASNE's fairs—eight held in 1984-85, 16 scheduled in 1985-86—are organized by local editors and publishers with ASNE financial aid and logistical support.

For each one, the society provides $3,000—primarily contributed by the Gannett Foundation, which has poured more than $500,000 into ASNE's and other minority job fairs over the past 10 years. Also contributing this year are Dow Jones & Co. and Scripps Howard Newspapers and Foundation.

Local papers raise additional funds, depending on the services they provide. For example, some fairs pay for job candidates' travel, room and board or organize programs with panelists and luncheon speakers, while others stick to a more bare-bones approach of scheduled job interviews.

ASNE does not charge recruiters fees for attending the conferences, although it does encourage contributions from participating papers in the region. At the other conferences, recruiters' fees range from $500 at Howard and $350 at NABJ to $100 at CCNMA and $50 at Newsday.

As of early spring, 34 of the 106 newspapers and four groups participating in ASNE's first eight fairs had reported hiring 16 interviewees as interns and eight as full-time employees, ASNE's Morris says.

By late July, Harte-Hanks Communications Inc. had hired four interns and six full-time staffers as a result of contacts made at ASNE's job fair in Texas last February, according to Robert P. Clark, Harte-Hanks vice president-news and president of ASNE.

But New England publisher Ghiglione cautions that ASNE's job fairs, like the others, should be measured by more than numbers. Some editors and publishers of small papers made offers that were refused, while others, "still getting used to the idea" of minority hiring, came to the fairs without specific offers, he says.

And recruiters from larger papers, who may have appeared to leave empty-handed, are using the regional fairs for future reference. "Their interests are more long-term," says Ghiglione. "They're building a bank of names. Maybe three years down the line, after (the minority journalists) have worked at a medium-size daily, they'll look at them again."

"It will be a long, continuous process that may not reap rewards right away but will down the road," says Clark. □

Many events planned in months to come

ASNE has scheduled the following regional minority job fairs for the rest of 1985 and the first part of '86:

- East: Greensboro, N.C., Oct. 3-5; Philadelphia, Nov. 13-15; Hartford, Nov. 14-16; Richmond, Va., Jan. 23-24
- Midwest: Chicago, Oct. 17-19; Cleveland, Oct. 17-19; Ann Arbor, Mich., Nov. 14-16; St. Louis, Jan. 9-11
- South and Southwest: Atlanta, Oct. 3-5; Arlington, Texas, Nov. 22-23; Gainesville, Fla., Jan. 16-18; Memphis, Jan. 30-Feb. 1; Austin, Texas, Feb. 13-15
- West: Portland, Ore., Oct. 3-5; Oakland, Nov. 7-9; Tempe, Ariz., Feb. 20-21.

For information on any of these conferences, contact Carl E. Morris, minority affairs director, ASNE, P.O. Box 17004, Washington, D.C. 20041; (703) 620-6087.

Other major job fairs scheduled for 1986 include:

- Newsday Job Opportunity Conference, Long Island, Jan. 24-25. Newsday, Long Island, N.Y. 11747; (516) 454-2186. Contact Reginald Tuggle, community affairs manager.
- California Chicano News Media Job Opportunity Conference, Los Angeles, Feb. 7-8. CCNMA, School of Journalism, University of Southern California, Los Angeles, Calif. 90089; (213) 743-7158. Contact Magdalena H. Beltran, manager of professional programs and JOBank.
- Communications Conference, Howard University, Washington, D.C., Feb. 20-23. Department of Continuing Education and Community Service Programs, 4th and Bryant streets N.W., Washington, D.C. 20059; (202) 636-7491.
- Newsday Marketing Job Opportunity Conference for Minorities, Long Island, March (date to be determined). Same contact as Newsday conference listed above.
- National Association of Hispanic Journalists annual meeting, Miami, April 23-27. 1625 W. Olympic Blvd., Suite 839, Los Angeles, Calif. 90015; (213) 739-1721. Contact Frank Newton, executive director. (On Sept. 1, NAHJ will move its office to the National Press Building in Washington, D.C.)
- National Association of Black Journalists annual meeting, Dallas (date to be determined). NABJ, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4191. Contact Mervin Aubespin, president.

A subtle method of censorship

BY MARCIA RUTH
presstime staff writer

Freedom of the press is often measured by the absence of obvious governmental actions like prohibiting publication, detaining journalists or censoring content.

But press freedom in at least a dozen countries with an independent press is often affected by a more subtle factor—government control over the supply of newsprint.

"It's a hammer they (governments) can hold over the publisher. If he gets out of line, he just doesn't get his paper," says George Beebe, vice chairman for projects of the World Press Freedom Committee and a consultant to Knight-Ridder Newspapers.

Such restrictions, observers say, fall into several categories:

- Government control of the exchange of local currency for foreign currency used in purchasing imported products like newsprint
- Taxes on production of newsprint or tariffs on its importation
- Selective allocation, where governments control distribution and have some influence over production.

A common thread in many of the countries that are imposing newsprint restrictions is the relative weakness of their currencies compared with the strong currencies of the newsprint-exporting countries, particularly Canada and the United States.

This often makes it difficult to determine whether lack of adequate and consistent supplies of newsprint is caused by international economic forces beyond government control or are attempts to curtail opposition voices, notes K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

"It's all obscure," says Low, who is a director of the Inter American Press Association and a member of the Communications Policy Committee of the International Federation of Newspaper Publishers. "You don't get shot to death—just starved to death over a long period of time—and nobody's really responsible."

The weak currency position of many developing countries forces them to use their scarce funds for imported items considered more essential than newsprint.

Nicaragua is the "most extreme" example, says Robert Cox, assistant editor of The News and Courier in Charleston, S.C. and a member of the IAPA's Freedom of the Press Committee.

So chronic is the difficulty in Nicaragua, says Cox, that the papers "seem to rely on donations from places that identify with their ideology."

Prior to the country's national elections last year, in a donation sponsored by the Norwegian Committee of the International Press Institute, about 20 Norwegian papers contributed 90 tons of newsprint for La Prensa, the major opposition paper in Nicaragua.

The paper had repeatedly been denied permission by the Sandinista government to exchange its currency for dollars to purchase newsprint.

Such problems are hardly new in Latin America where papers "go to any ruse" to get newsprint, notes Cox, former editor of the Buenos Aires Herald, the only English-language daily in Argentina. In the '50s, says Cox, his paper got the Israeli embassy to purchase newsprint, then "in turn, the Herald having got it, tried to pass it on" to other papers.

Before the March 1984 closing of ABC Color, the government of Paraguay limited publication of the opposition daily by refusing money-exchange permits required for the purchase of imported products. This forced the paper to use dollars obtained on the "free market" to purchase newsprint, virtually doubling the cost, says Edward L. Seaton, vice chairman of IAPA's Executive Committee and publisher and editor-in-chief of The Manhattan (Kan.) Mercury.

Taxation. A more open form of restriction involves import tariffs and other forms of taxation, which may act to protect domestic production as well as inhibit the growth of newspapers with limited resources.

Currently, Argentina is thought to have the highest newsprint tariff in the world—38 percent. This levy is in addition to an overall tax policy that adds up to 20 percent for sales, plus 10 percent on all imports.

Observers say the tax policy is designed to increase profits for Papel Prensa, the country's largest newsprint mill, in which the government has a 25-percent interest. Three other papers have a combined 65-percent interest in Papel Prensa, from which they can purchase newsprint at a re-

Margaret Cerovese

Some governments silence the press by blocking shipments.

duced rate. Other newspapers buy from another plant, Papel del Tucuman, where prices are higher, or use imported newsprint, which is even more expensive.

"IAPA's position is that governments should not be involved in the distribution and control of newsprint because it presents a potential danger that through government control of newsprint supply they can control press freedom," says William Williamson, IAPA executive director.

In mid-July, Maximo Gainza, IAPA president and publisher of La Prensa in Buenos Aires, told presstime the three Papel Prensa papers were paying $350 a ton, while he paid $600 at the other mill.

With a price freeze in effect since June 15, says Gainza, he is prevented from raising prices to offset the higher cost. "So what we all try to do is survive. I cut circulation down. I keep the size down as much as I can—try to write shorter stories. You have to try to roll with the punch."

Nine months ago, IAPA reported that "these exaggerated taxes have forced the closure of more than a score of prestigious press organs in recent years, [and] these taxes cause those who continue their task of informing the public to suffer all sorts of economic and financial difficulties."

At that time, the Association of Argentine Newspaper Enterprises reported "the reduction in the number of pages, the suppression of sections and supplements, and the drop in circulation because of the high price that must be charged."

On a smaller scale, the newsprint situation is worsening in Colombia also. IAPA earlier this year declared the Colombian government's inclusion of newsprint among imports subject to an 8-percent tax "restriction on freedom of the press."

But fearing domestic production might make newsprint subject to even more government control, the Colombian newspaper publishers' association has opposed plans for a newsprint mill that would reportedly turn Colombia from a newsprint importer to an exporter.

Allocation. Less obvious, but with the potential for long-term discrimination, is government control of newsprint distribution, which can limit supply to individual papers even when newsprint is available.

In India, for example, the government has controlled the manufacture, procurement and distribution of newsprint for the past 15 years. Newspapers are given a quota, which, because it is based on past circulation, allows for no growth on the part of individual newspapers.

This policy, plus the government practice of allocating its advertising by circulation, gives newspapers "a powerful incentive to cheat on circulation figures," and "few resist the temptation," says Cushrow R. Irani, managing director of The Statesman, which is published in Calcutta and New Delhi. Consequently, Irani told presstime, "malpractices are widespread and blackmarketing rampant" in the distribution of newsprint.

The government's effort to boost the domestic newsprint industry includes restrictions on the amount of newsprint imported, which, in turn, have led to a dramatic increase in the amount of Indian newsprint used by that country's newspapers—from 15 percent of total consumption in 1981 to 65 percent currently.

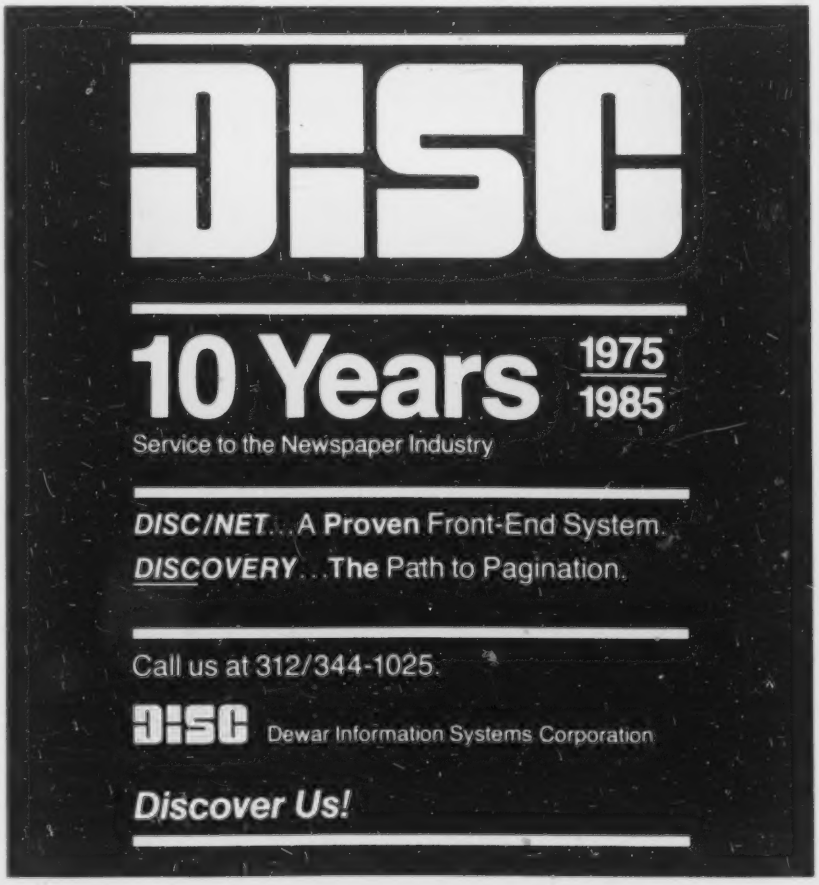
Irani reports this locally produced newsprint costs Indian papers more than the imported variety, and this cost differential has grown as the volume of imported newsprint has declined. The difference now stands at about $100 a ton.

One of the most clear-cut cases of government attempts to strangle a paper by cutting off its newsprint supply has occurred in Guyana for years. Five years ago, when import permits were denied The Mirror, that opposition paper resorted to printing temporarily on expensive bond—reducing its size, cutting out advertising and two-thirds of its circulation.

For the past few years, The Catholic Standard, a significant voice opposing many government policies in Guyana, has lived a hand-to-mouth existence. In 1983, the paper was even denied the right to accept gifts of newsprint offered by groups outside the small nation on the northern coast of South America.

Despite protests by IAPA and other free-press groups to this and other instances of government manipulation of newsprint supplies, observers agree that the problem is not about to go away.

At its last major meeting four months ago, IAPA took note of the lifting of overt military rule in some countries and expressed optimism about the "democratic winds of change gusting through Latin America." However, IAPA warned that newspapers' fear of covert controls—such as selective allocation of credit, advertising and newsprint—could increase "another ill that is spreading in Latin America . . . self-censorship." □



NEWS EMBARGOES

Agreements to hold news until release time are sometimes breached. Despite rumbles among government officials, the outlook is for business as usual at news organizations.

BY JANE A. WELCH

Staffers in earmuffs, smoke from dry ice and the soundtrack from "The Big Chill" greeted members of the press who went by the Office of Management and Budget to get their copies of the massive, five-volume, proposed federal budget at noon on Friday, Feb. 1. The "cool" reception was a play on "freezing" the budget.

It could just as easily have been directed at the press itself. For though the Reagan administration's proposed budget carried an embargo date of 1:30 p.m. the following Monday, which would give reporters a weekend to sift through the material, less than 24 hours later, that embargo was broken.

It's happened three of the past four years.

A few months earlier, another extended embargo worked. Newsweek's special projects team spent more than a year gathering details of the 1984 presidential campaign with the understanding that what was learned wouldn't be published until after the election. The results appeared in a Newsweek "exclusive" a few days after the election. Some members of the press cried "foul."

Embargoes—agreements between sources and news organizations to hold news until specified release times—are fairly common. Everything from the President's State of the Union Address, which is released a few hours before it's given, to many routine press releases are embargoed.

"We always observe embargoes unless somebody else breaks them," says Richard Harwood, deputy managing editor of The Washington Post.

That seems to be the sentiment of most newspapers—except at federal budget time.

After breaking the budget embargo for the last three years, news organizations may find there's nothing to break next year, according to Edwin L. Dale, OMB assistant director for public affairs.

While no new procedure has been approved yet by the White House, Dale says he has several ideas for releasing the budget. "What I'm going to propose is that we distribute the documents at the crack of dawn on Monday, when it goes to Congress, with a release date of noon," he says. Breaking such a short embargo time would leave "nothing to gain."

Another alternative may be to "take a handful of sophisticated reporters with six or seven papers that I can trust and give them a copy (of the budget) over the weekend. I trust them. They have no incentive to break it," Dale says.

At any rate, it won't be done as it was before. "The whole system is past the point of retrieval," he says. "I don't think there's any rescue of the system, and the press will be the victim."

The embargo was created to give news organizations time to study the more than $1-trillion budget.

This year, several news organizations pointed at one another as the first to break the embargo. The Wall Street Journal and The New York Times accused each other of breaking the embargo first with the Associated Press and Gannett News Service quickly following suit. The embargo breakers said they got their budget stories from non-embargoed sources at the Pentagon or in Congress—or were breaking the embargo because someone else did.

> *"The whole system is past the point of retrieval," says the OMB's spokesman.*

Actually, much of the most newsworthy items had been published the week before. That was no accident. Details such as the proposed cutback in Amtrak had been carefully leaked, Dale reports, by OMB director David Stockman.

"No one is to blame (for breaking the embargo)," says Dale. "It's the ethos, the nature of the system. No great harm was done. There were not significant secrets. The false competition destroyed a fairly useful system."

Mea culpa. Embargoes are an accepted practice at most newspapers, says Dale, who formerly worked for The New York Times.

An exception is The Cincinnati Enquirer. Last fall, prior to a press conference on the subject, the Enquirer ran a story about three Catholic bishops' opposition to the death penalty, in violation of a press release embargo. It was the only newspaper to do so.

"Sorry, bishops, but we offer no *mea culpa* for our front-page story," said George Blake, Enquirer editor and vice president, in a column that appeared after the Enquirer's reporter was refused entrance to the press conference. "There was no real need to wait for the press conference to release the news, and our Metro editors decided to publish the story."

Debbie Creemers, a reporter for The Kentucky Post in Covington who covered the press conference, attacked the Enquirer's decision in a column. "The notion that news should be published at all costs disregards ethics such as trust and fair play," she wrote. "When trust between a newspaper and its sources breaks down, it is the reader who ultimately suffers."

In response, Blake wrote, "We will continue to avoid any press conference that gives up only information we can share with 'pack journalists' when we can de-

Welch, a former reporter for The News and Observer in Raleigh, N.C., is a free-lance writer in the Washington, D.C., area.

velop better (and sooner) information on our own."

Largely because of the problems they can cause, embargoes are seldom used by many associations and firms. "You'd have to have a good justification for it," says Steve Mehlman, manager of education services with the American Association of Retired Persons.

However, on the day Mehlman was interviewed for this article, AARP distributed a press release about funeral regulations timed to coincide with the anniversary of their passage.

Sometimes the effect groups wish to create with embargoes backfires. Last summer, the World Bank's Public Relations Department in Washington, D.C., sent out copies of the World Development Report, containing information about Third World problems. The release had an embargo date to coincide with a speech to be given by A. W. Clausen, head of the bank. The report was widely published—but without mentioning the speech.

Embargoes in history. Embargoes aren't new, nor is breaking them.

When the Nazis surrendered 40 years ago, ending World War II in Europe, reporters were told to hold the news until the official announcement by the Allied governments. Edward Kennedy, the AP's chief war correspondent, called the AP London bureau 24 hours before the embargo deadline with the news: "Germany has surrendered unconditionally."

Extended news embargoes are rare, though. William L. Laurence, formerly a reporter for The New York Times, covered the development of the atomic bomb with the understanding that nothing would be published until the end of the war.

The longest embargo in recent history, albeit self-imposed, was Newsweek's "Exclusive: The Untold Story of Campaign '84."

The facts were gathered over the course of the campaign with the understanding that what was learned would not be published until after the election.

At the time, some critics said the practice raised ethical questions about the public's right to know all the facts in an election before they vote, not after. "Entering into an agreement that ties your hands during a political campaign is like walking into a cobra pit with bare feet," says Norman Isaacs, former editor of The Courier-Journal in Louisville and a journalism professor at Columbia University.

Peter Goldman, Newsweek projects editor and author of the campaign "exclusive," says critics missed the point. "The press treated it like a large body of material we got the year before and held back," he said. He prefers to think of it as a "collapsing" or "sliding-scale" embargo. Facts were still being gathered on Election Day, which would be a one-day embargo, while other items were gleaned as far back as the straw polls in Florida a year earlier.

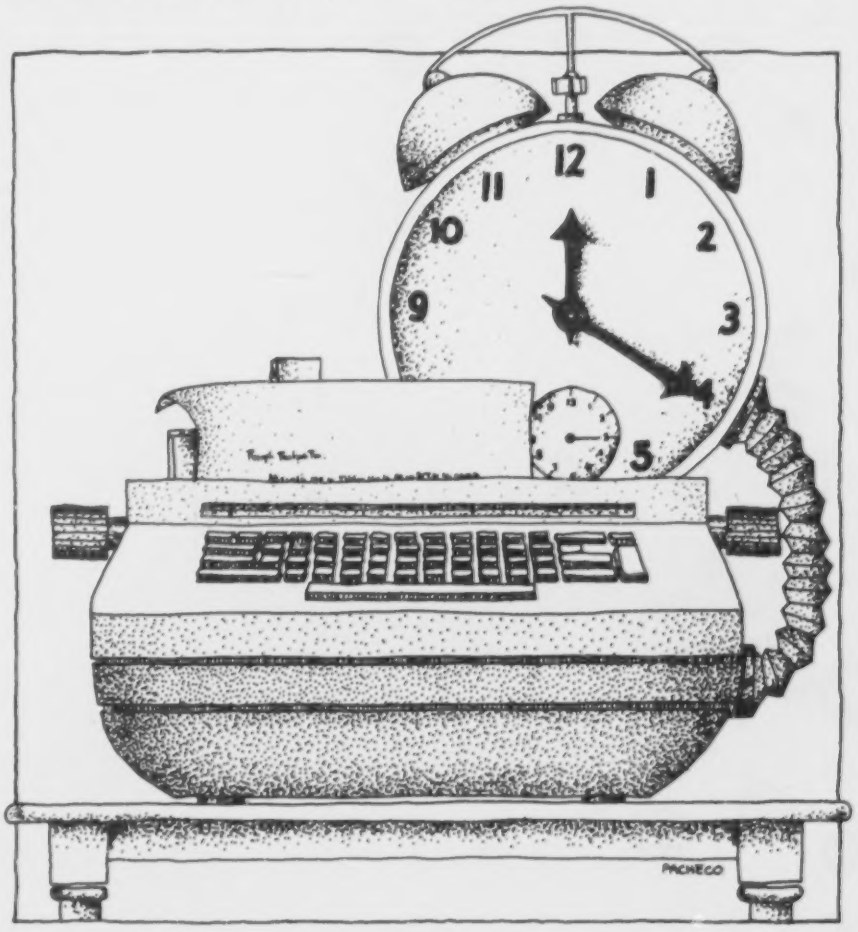
Embargoes have been placed on such events as the surrender of Germany in World War II and the development of the atomic bomb.

The report wasn't intended to find history-altering news. "It was not a kind of news meant to affect the outcome of the election," Goldman says. "The kind of scope we hoped for was intimacy rather than secrets." They sought details of personalities—Reagan's fantasy to liberate Cuba by military force or Mondale's penchant for cigars that were quickly hidden whenever a camera appeared.

The embargo reduced somewhat the mutual manipulation that goes on between politicians and the people who cover them by taking away "one possible motive," Goldman adds.

Will Newsweek try the extended embargo again in 1988?

"I'd be mighty surprised if we didn't," Goldman replies. □



JOA

Fifteen years after Congress overwhelmingly passed the Newspaper Preservation Act, joint operating arrangements between news rivals are generally stable

BY MARGARET GENOVESE
presstime staff writer

Like a spouse with the proverbial seven-year itch, The Columbus (Ohio) Dispatch announced two years ago that it did not want to repeat vows with its partner of 24 years, the Columbus Citizen-Journal.

"Trends and changes in publishing" make it impossible to renew their joint operating arrangement, or "JOA," when it expires on Dec. 31, 1985, according to the Dispatch, an evening newspaper that is known to covet the morning slot occupied by the C-J [presstime, July 1983, p. 60].

The two newspapers have hung their hats in the same place since 1959. Under the arrangement, the Dispatch serves as printer, advertising solicitor and circulator for the Citizen-Journal, which maintains a separate news-editorial operation.

So far, efforts at reconciliation have been unsuccessful. In mid-July, Scripps Howard, the C-J's owner, announced it was in negotiations to sell the paper.

If the Columbus JOA ends in divorce, it will be the second such arrangement to be terminated this year. The first disappeared when The Derrick in Oil City, Pa., acquired its JOA partner, The News-Herald of Franklin.

These two dramas are being acted out against the background of the 15th anniversary of the Newspaper Preservation Act, the federal law designed to preserve competitive newspaper editorial "voices" by legalizing JOAs.

The act circumvented a 1969 U.S. Supreme Court ruling that the joint operating arrangement between the two metropolitan daily newspapers in Tucson violated federal antitrust law. President Richard M. Nixon signed it into law July 24, 1970.

The lopsided votes in favor of the act in both houses of Congress (63-14 in the Senate, 292-87 in the House) might give the impression that it generated little controversy. On the contrary, it was controversial from its inception. The issue divided the newspaper business and sparked a public debate.

"Any newspaper that has to be preserved this way might as well be preserved in formaldehyde," said The New Yorker magazine in its "The Talk of the Town" column in January 1970.

"We are pained by the death of every newspaper," the article continued, "but an ad-hoc group that we are proud to be

Justice Department analyst Hazel D. Stewart oversees JOA files.

a permanent member of and that we like to think of as the Liberty Preservation Society believes the public is better served by a dead paper than one mortally sick and given a semblance of health through the connivance of the competition that its voice should continually challenge and of the government about which it is duty-bound to speak the truth."

Despite the debate, despite vigorous opposition from employees, advertisers and competing papers to the formation of some new JOAs, and despite the problems involving a few of the partnerships, the past 15 years have been ones of relative domestic tranquility for most of the approximately two dozen JOAs that have been protected by the Preservation Act.

And there is little indication today that the JOA landscape will radically change through the end of this century.

Although three of the arrangements have been terminated since 1970 (Columbus would make four), three times that number have been successfully renegotiated and extended in the same period. In the next 15 years, 11 JOAs are up for renewal.

"I think, generally, they are stable situations," says Thompson H. Lang, publisher of the Albuquerque (N.M.) Journal. The Journal has been a partner, with The Albuquerque Tribune, in the country's longest-running JOA, which is now in its 53rd year. In 1982, the Albuquerque JOA was extended to the year 2022.

"The Newspaper Preservation Act has served the public well, as well as the newspaper industry," adds Lang, who credits his great-uncle, T.M. Pepperday, with coming up with the JOA concept.

Others believe, however, that there will be some alterations in JOAs and even some additional casualties.

"Where you've got one paper that is very strong and one paper that is very weak, I see potential problems between partners," says Nicholas G. Penniman, vice president and general manager of the St. Louis Post-Dispatch. "I just think economics in some other (locations) will dictate that only one will survive."

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"There goes one of antitrust's biggest headaches!"

The controversy over the act even made Playboy in 1970.

The JOA in St. Louis dissolved in 1983 when the owner of the Globe-Democrat first attempted to close the paper and then was forced by the U.S. Department of Justice to sell it.

A less-than-vibrant local economy, the growth of suburban newspapers in the area, a Teamsters strike in 1973 that closed the dailies for six weeks and caused them to lose food ads to suburban papers—these and other factors contributed to the deterioration of the Globe-Democrat's market position and the dissolution of the JOA, according to Penniman.

"Every situation is unique," he cautions. "You really can't take any of the facts that apply to the situation in St. Louis and say that they necessarily obtain in Columbus or San Francisco or El Paso or Tucson or anywhere else."

However, two newspaper-industry trends appear to be having some impact on JOAs. They are the shift to morning publication, which was the factor that led to The Columbus Dispatch's decision not to renew its JOA agreement, and the growth of Sunday papers, which was a key issue in the renegotiation of the JOA contract in Salt Lake City that resulted in the first head-to-head Sunday competition between JOA newspapers.

Other developments in newspaper publishing, particularly electronic publishing and total-market-coverage publications, are causing some JOA newspaper publishers to think about amending the act to clear up some confusion about whether it covers those kinds of activities. So far, however, they have been reluctant to advance any legislative amendment to the act for fear of opening a Pandora's box for publishers.

The road from Tucson. Newspaper joint operating arrangements were nothing new when the Newspaper Preservation Act was passed. In fact, the first one—between the Albuquerque dailies—dates from 1933.

The event that spurred the U.S. Department of Justice to challenge the arrangements was the announcement in late 1964 by the Tucson Daily Citizen that it intended to purchase its JOA partner, The Arizona Daily Star. The same 1940 agreement by which the newspapers merged their production, advertising and circulation operations also gave each party the right of first refusal if the other paper decided to sell.

The Justice Department moved swiftly, seeking an injunction to halt the sale, claiming that the proposed acquisition violated Section 7 of the Clayton Act, which prohibits mergers that substantially lessen competition.

At the same time, the department charged that the then-26-year-old joint operating arrangement violated Sections 1 and 2 of the Sherman Act, which ban combinations in restraint of trade or commerce, and conspiracies to monopolize trade or commerce.

U.S. District Court in Tucson refused to block the sale, but it ultimately agreed with the Justice Department that the merger—and the JOA—were illegal. It ordered the Citizen to divest the Star and to modify the joint operating arrangement to eliminate price fixing, market allocation and profit pooling.

On March 10, 1969, the U.S. Supreme Court affirmed the lower court's ruling in an 8-0 decision. In an opinion written by Justice William O. Douglas, the court said the Citizen's only defense for combining into a JOA was the so-called "failing company doctrine." In establishing this doctrine, courts had permitted mergers that otherwise would not have been allowed where one company "faced the grave probability of a business failure" and it had "no other prospective purchaser."

But, the court concluded, there was no evidence that the owners of the Citizen were contemplating liquidation when they went into the JOA with the Star. "They never sought to sell the Citizen and there is no evidence that the joint operating agreement was the last straw at which Citizen grasped," Douglas wrote. "Indeed the Citizen continued to be a significant threat to the Star. How otherwise is one to explain the Star's willingness to enter into an agreement to share its profits with Citizen? Would that be true if as now claimed the Citizen was on the brink of collapse?"

Even before the Supreme Court acted, JOA newspapers had sought legislative relief. Specifically, they asked Congress to lower the threshold in the "failing company doctrine" in the interests of saving newspapers.

In congressional testimony, Arthur B. Hanson, then general counsel of ANPA, described the "downward spiral" of a failing newspaper in a two-paper town.

Loss of circulation, he explained, causes a loss in advertising revenue. "Once one of the two city dailies builds up a circulation substantially outstripping that of its rival, the irreversible downward spiral for the failing paper sets in."

By the time a newspaper descends to the depths of financial failure set forth in the "failing company doctrine," it "would have nothing but physical assets for liquidation at sacrifice prices," Hanson said. "Its lifeblood in advertising would be drained, and its key news and editorial staff would be gone. A prospective failure of a daily newspaper must be remedied at an earlier date."

The congressional debate was drawn out and divisive. While ANPA supported the legislation, the National Newspaper Association—which represents smaller newspapers—opposed it. Impetus for NNA's position came from its suburban members, recalls Paul Conrad, who was general counsel for NNA at the time. "It was very much the little guy against the big guy," says Conrad, now executive director of Allied Daily Newspapers, the Pacific Northwest newspaper association.

The suburban papers' position was that a joint operation "has definite advantages as a competitor in the advertising market," says Conrad. "As long as two newspapers were completely separate and competing, there was a somewhat better chance that the suburban publisher might get some of those advertising dollars. . . . But when the two got together, the pricing was such that the retailer had every reason to buy both papers as a single buy. That really soaks up the advertising dollar."

Like the newspaper business, the Nixon administration was split on the legislation. The Justice Department opposed the bill; the Commerce Department supported it with the backing of the White House.

Ultimately, supporters prevailed and Congress proclaimed it to be: "the public policy of the United States to preserve the publication of newspapers in any city, community, or metropolitan area where a joint operating arrangement has been heretofore entered into because of economic distress or is hereafter effected in accordance with the provisions of this Act."

Under the new law, JOAs then in effect were to be considered lawful if, when the arrangement was begun, only one of the newspapers was likely "to remain or become a financially sound publication."

New JOAs could be established if the attorney general determined that one was a "failing newspaper," defined as "a newspaper publication which regardless of its ownership or affiliations, is in probable danger of financial failure."

Status report. At the time the Newspaper Preservation Act was passed, there were 22 joint operating arrangements, according to the Congressional Record. Today, the Justice Department still counts 22 JOAs. (See chart, p. 22.) That belies the fact there has been movement in and out of the JOA arena.

Two of the original joint operating arrangements have ended—in Oil City-Franklin and in St. Louis. In addition, a single-owner newspaper combination in Bristol, Va.-Tenn., was mistakenly put on the original list, according to the Justice Department. That makes for a total of three on the delete side of the equation.

Seattle publishers credit 2-year-old JOA with bringing about improved newspapers

Why would a dominant newspaper agree to a joint operating arrangement?

"Purely a business decision," says Frank Blethen, publisher and chief executive officer of The Seattle Times.

"There's what I call a critical period in any market that probably lasts a number of years, depending on the market, during which the dominant paper would find a JOA economically attractive."

After the "critical period," the dominant paper assumes such a commanding lead over the second paper there is no incentive to take on what would simply be a drain on its operations, he says.

The Times, controlled by the Blethen family with a minority interest held by Knight-Ridder Newspapers Inc., and the Seattle Post-Intelligencer, owned by The Hearst Corp., applied to the U.S. Department of Justice for approval of a joint operating arrangement in 1981.

The Times, then an all-day paper, had a 75,000-copy circulation lead over the morning P-I—261,432 to 185,962, according to the Audit Bureau of Circulations.

"There was no feeling whatsoever on our part that our dominance wouldn't continue to grow," says Blethen. "On the other hand, there was no indication that Hearst would be quick to pull out."

Blethen gives two other reasons the Times agreed to a JOA. One is "strategic": If it could stop concentrating on competing with the P-I in non-editorial matters, it could focus on what he calls the "real competition for metropolitan newspapers today"—suburban papers, broadcast, direct mail and other media.

The second is "altruistic": "We do believe the community is better served by having an alternative editorial voice." However, Blethen quickly adds, altruism alone would not have been motive enough to agree to a JOA.

Has the decision to enter the JOA paid off?

Pre-JOA, the Times' margins and profits were "adequate for a competitive market," he says, but well below industry averages for metropolitan newspapers, which include those in non-competitive markets.

Since the JOA was implemented on May 23, 1983, the financial picture for the Times has "substantially improved," says Blethen, although the newspaper is still not up to industry averages.

The Seattle agreement provides for about two-thirds of the profits to go to the Times, the host newspaper, and one-third to the P-I. Blethen says this ratio approximates the newspapers' market shares at the time the contract was negotiated.

As for the Post-Intelligencer, Publisher Virgil Fassio says "we had . . . 14 years of consecutive losses, and the JOA has corrected that. Last year was a profitable year for us."

Since the JOA took effect, his paper's circulation has improved, with daily figures increasing from 188,723 to 196,996.

Because it dropped its morning edition under the agreement with the P-I, the Times initially lost circulation, declining from 249,653 to 226,038. Since that time, circulation has inched up to 227,844.

The most dramatic change occurred on Sunday. The JOA stipulated that the P-I

On the addition side are new JOAs in Chattanooga (where there had been one from 1942 until 1966), Cincinnati and Seattle. Another JOA was approved in Anchorage but was subsequently dissolved by the parties there.

A look at the existing JOAs shows:

- They are spread around the country in every region except New England, the Rocky Mountains and the eastern Great Lakes.
- Tennessee is the state with the largest number, three.
- The smallest newspaper in a JOA is the Shreveport (La.) Journal, a 25,069-circulation evening paper; the largest is the 554,979-circulation San Francisco Chronicle, a morning paper.
- The majority of JOA newspapers are part of newspaper groups. The group with the largest number is Scripps Howard with eight, followed by Gannett Co. with seven.

While it is safe to say no two JOAs are exactly alike, they fall into two general categories. In the majority of cases, the two newspapers have established a third entity, sometimes referred to as an "agency," to perform the joint activities. In the other cases, one of the newspapers serves as the "agent" for the other.

The earlier the JOA was formed, the more likely it is to have an agency format. Those established later tend to have the agent structure, or what is sometimes called a "host/tenant" relationship between the parties.

One theory for the difference is that when JOAs have come into being in recent years, one newspaper has been considerably stronger than the other. Early on, papers were more likely to be more comparable financially when they combined operations. Of course, prior to 1970, there was no Newspaper Preservation Act requiring that one be a failing newspaper.

Whatever the form, all of the arrangements are predicated on the proposition that two newspapers can live together more cheaply than apart.

give up its Sunday paper. It is allowed up to six pages of editorial material in what was the Sunday edition of the Times but which now flies the flags of both papers. Today, the circulation for the Sunday paper is 477,307, compared with 338,582 for the Sunday Times and 201,743 for the Sunday P-I just before the JOA took effect.

Both publishers say their editorial product has improved in the post-JOA period. And Fassio says the papers are more competitive than ever. "Relieved of the really very difficult economic situation we were in, we are more able to be creative and innovative," he says.

Opponents are heard from. As it made its way through the Justice Department and the courts, the JOA proposal in Seattle drew well-organized opposition. One group was led by David C. Brewster, editor and publisher of The Weekly, a tabloid that covers arts and entertainment in Seattle.

The result of the Times/P-I arrangement has been "not as good, on balance (as before the JOA), but not as dire as I thought," says Brewster.

"The Times has gotten better than I thought, rather than happily, complacently monopolistic," a development Brewster attributes to the newspaper's having plowed a good deal of "ill-gotten gains" from the JOA back into journalistic quality.

And his prediction that the JOA would lead to a "steep decline" in the Post-Intelligencer has not come to pass, he says, although he maintains there has been a "gradual decline" in its editorial quality. "It's not as daring and unconventional as it had been," he says.

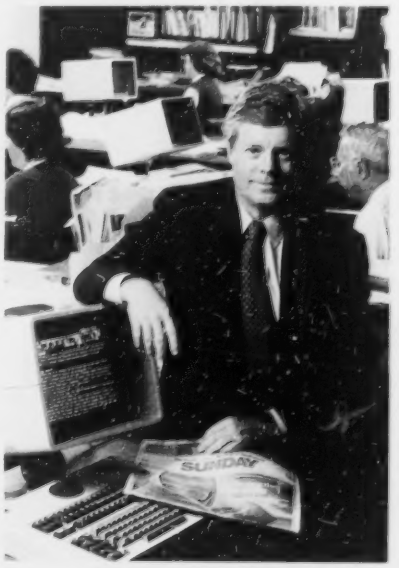
About 18 months ago, another JOA opponent, Don R. Pember, a professor at the University of Washington's School of Communications, assigned one of his classes to talk to advertisers and newspaper people in the area to get their reactions to the JOA. The most serious problem uncovered, he says, was that smaller advertisers who used to buy space in one or the other Sunday paper were finding the rate for the single Sunday paper prohibitively high.

P-I's Virgil Fassio

However, one advertising agency executive says his expectations that rates would hit the stratosphere have not been realized.

"As advertisers, we were worried about what would happen to rates. There seemed to be precedents in other markets that rates would skyrocket through the roof," says D. Ryan Hixenbaugh, president of May/Partners Advertising.

"Now, with a couple of years behind us," he says, "that doesn't seem to have been the case."



Times' Frank Blethen

Other opposition came from suburban papers. One of them was the Journal-American in Bellevue (morning, circulation 26,857). Publisher Robert E. Hartley says it is "awful hard to nail down what might be the effect of the JOA" relative to his paper.

One thing that has happened, he says, is the Times' inauguration last February of daily zoned news pages for eastern King County, where his paper circulates.

"My own feeling, and those of all of us connected with this newspaper, was sooner or later that would be a result of the JOA . . . that without the direct business competition in the city of Seattle, they would begin focusing on the suburbs," he says.

The Newspaper Preservation Act allows joint action to be taken in 10 separate areas: "printing, time, method and field of publication; allocation of production facilities; distribution; advertising solicitation; circulation solicitation; business department; establishment of advertising rates; establishment of circulation rates and revenue distribution."

Most JOAs take advantage of all of the permissible areas of joint activity. One major exception was in St. Louis where both papers maintained separate advertising and circulation operations until 1979—four years before the agreement was terminated by the Post-Dispatch and the Globe-Democrat.

Threats from without, within. What has been joined with congressional approval, no outside force thus far has put asunder.

There have been three lawsuits challenging existing JOAs.

Tucson newspapers get equal billing on opposite sides of delivery trucks.

In 1981, a federal District Court jury found that newspapers in San Francisco were entitled to an antitrust exemption under the Newspaper Preservation Act. Two years later, a federal District Court judge dismissed a challenge to the JOA in Honolulu because the opponents had waited too long—17 years—to bring it. The third suit, in El Paso, is pending in U.S. District Court but there has been no recent action in the case, according to executives of the JOA agency there.

The greater threat to JOAs has come from within, when one of the partners decided it wanted out.

Newspaper analyst John Morton of the brokerage firm Lynch, Jones & Ryan in Washington, D.C., is one who looks for more internally generated breakups. "It's our feeling that as some of these [contracts providing for JOA] come due that they will not be renewed on the grounds that the weaker paper, generally, has continued to get weaker and that the dominant paper just figures it is not the economic thing to do.

"At the very least," Morton adds, "I expect those that are renewed to rewrite contracts substantially to give the dominant paper a much more substantial share of the earnings."

Typically, contracts between two newspapers in a JOA provide for earnings above and beyond the expenses of the agency or agent to be divided between the newspapers according to a formula.

A long-time critic of the Newspaper Preservation Act, Stephen R. Barnett agrees with Morton that there will be some contract changes, but he does not look forward to much diminution in the JOA ranks. "It seems to me that the benefits of having a joint operating agreement, and thereby avoiding competition, are so great that it will be a very rare case in which a publisher prefers to terminate an agreement and go it alone," says Barnett, a law professor at the University of California at Berkeley.

Divvying dollars. Where contracts have been renegotiated in the past 15 years, there have been some changes made in profit shares, according to the agreements on file at the Justice Department. The Newspaper Preservation Act requires the terms of renewal or amendments to a JOA to be filed with the department, where they are available to the public.

In some cases, a sale of one or more of the newspapers caused the contract to be renegotiated and a shift to be made. For example:

- In Honolulu, in 1974, shortly after Gannett bought the Honolulu Star-Bulletin, a profit split of 40/60 in favor of the Star-Bulletin was locked in until the year 2042. According to Thurston Twigg-Smith, publisher of The Honolulu Advertiser, the formula had been scheduled to go to 45/55 under the contract that was to expire in 1992. "We gave up an extra 5 points to get a longer-term arrangement," he says.
- In Nashville, the profit split went from 50/50 to 70/30 in favor of The Tennessean in 1979 when Gannett purchased that morning and Sunday newspaper and sold the Nashville Banner, the evening paper.
- In Fort Wayne, the profit split went from 66 2/3 percent to The News-Sentinel and 33 1/3 percent to The Journal-Gazette to 55/45 when Knight-Ridder Newspapers purchased the News-Sentinel, a p.m. daily, in 1980. Richard G. Inskeep, president of the family-owned Journal Gazette, which publishes mornings and Sundays, will say only that the new agreement brought more "equity and fairness" to the arrangement.

In other cases, a change in the profit-sharing formula was made when the contracts came up for renewal.

In 1982, for example, the contract calling for profits to be split 75/25 in favor of The Shreveport Times was tilted even more in the Times' favor. Starting in 1983, when the share was bumped up to 76 percent, the contract called for the Times to get an additional half percent more of the profits each fiscal year. At the time of expiration of the contract, fiscal year 1994, the Times is scheduled to receive 81.5 percent of the profits.

When the arrangement began in 1953, the Times got 62.5 percent and The Shreveport Journal 37.5 percent.

A 50/50 split became 60/40 in favor of the Tulsa World in 1981. The change was made in recognition of the fact that the World was contributing a greater share of the profits than in the past, explains Jenkin Lloyd Jones Sr., editor and publisher of The Tulsa Tribune. Jones attributes the shift to increased linage in the World's Sunday edition.

Similarly, in 1982, The Salt Lake Tribune and the Deseret News went from sharing profits equally to a 60/40 split in the Tribune's favor. The new contract also gave each newspaper the right to do its own promotional advertising and established an executive committee with representatives of both newspapers.

But by far the most remarkable provision in that renewal document permitted the Deseret News to launch its Sunday paper to compete with the Sunday Tribune.

According to William B. Smart, editor and general manager of the Deseret News, when renegotiations commenced, his paper said it was prepared to dissolve the JOA unless allowed to publish on Sunday—the biggest newspaper advertising day of the week. The Tribune acquiesced.

Since the Sunday edition of the Deseret News premiered in February 1983, other JOA newspapers have contacted him about it, says Smart. "I'm sure they were inquiring because they are considering something like that themselves," he says.

All of the other JOA markets have only one Sunday paper, although in a few of them both newspapers contribute to the product. In San Francisco, for example, both papers have

responsibility for whole sections of the Sunday Examiner & Chronicle.

There is one unique situation. In Evansville, Ind., the agency company publishes the Sunday paper with an entirely separate editorial staff. Each JOA partner contributes only one editorial page.

Another concession granted by The Salt Lake Tribune in 1982 allows the p.m. Deseret News to print in the morning on Saturdays. There is also a clause that would permit the News to go to morning publication the rest of the week if its share of total seven-day circulation drops below 35 percent for two consecutive fiscal years; under the clause, the News would be required to pay for any costs exceeding the cost of publishing in the evening.

Some JOA contracts will not be renewed because "the weaker paper, generally, has continued to get weaker and . . . the dominant paper just figures it is not the economic thing to do."

Goodbye Columbus? The morning publishing slot is the key issue in the renewal dispute in Columbus. According to observers there, the Dispatch did not relish signing an agreement that would lock it into the evening slot for another 25 years, even though its circulation currently far exceeds that of the morning Citizen-Journal (204,705 to 119,150). Columbus increasingly is becoming a white-collar community, a development that has tended to favor morning papers elsewhere.

In June, Edward W. Estlow, chairman of Scripps Howard's Executive Committee, said efforts to renegotiate a JOA in Columbus before the end-of-the-year expiration had not yet hit the "crisis" stage. But, he conceded at the time, "The progress in the negotiations has been disappointing."

At that time, Estlow said options open to Scripps Howard were to negotiate a new agreement or an extension of the current agreement, print independently of the Dispatch, or sell.

In July, Scripps Howard announced that it was negotiating a sale to a financial investment firm, Equity Planning Corp., in the Cleveland suburb of Beachwood.

Earlier, to draw national attention to the Columbus matter, the staff of the Citizen-Journal organized a "Save the C-J" campaign. "What we are trying to do is create public awareness of the situation," says Susan Prentice, a C-J reporter. "That is: if the JOA is not [renewed] or if the paper is not sold . . . the C-J will fold."

If the Columbus JOA ends, it will be the fourth to do so since the 1970 law was enacted.

Although circumstances have differed in all three previous breakups, in each case both papers have continued to be published absent the JOA.

In the latest case, the owners of The News-Herald in Franklin wanted to retire and were unable to find any purchaser other than their Pennsylvania partner, The Derrick of nearby Oil City. Derrick Publishing Co. is continuing to publish the News-Herald.

The first post-Preservation Act split occurred in 1979 in Anchorage, which also had the first joint operating arrangement to be approved under terms of the act.

The breakup "wasn't the act's fault," says Katherine Fanning, former publisher of the Anchorage Daily News and current editor of The Christian Science Monitor. "The problem was the kind of joint operating agreement that we had. It didn't take really full advantage of the act."

The Daily News' arrangement with the Anchorage Times lacked one key element allowed by the act—dividing profit. Under their agreement, each paper had to pay its own costs out of revenues attributable to it. Deficits, if any, were to be made up personally by the News' owners—Fanning and her family.

"We had to rely entirely on [the Times'] good will to promote our advertising and circulation," recalls Fanning. "I never knew whether it was deliberate or not—I was not one to say it was deliberate—but whatever the reasoning, that was not done . . . We went deeper into the red than ever." The News sued the Times for mismanagement, the case was settled out of court and the

Lincoln, Madison dailies insist they do not have JOAs

The daily newspapers in Lincoln, Neb., and Madison, Wis.—long considered to be among those in joint operating arrangements—say it isn't so.

According to Journal Star Printing Co. of Lincoln, "consolidation" of the Nebraska dailies under its ownership took place in 1950, and there is no need to rely on the Newspaper Preservation Act of 1970.

Journal Star Printing is owned by Lee Enterprises Inc., a public newspaper company with headquarters in Davenport, Iowa, and by privately owned State Journal Co. of Lincoln. Lee has a contract to furnish news and editorial content for the morning Lincoln Star. State Journal has a similar contract for the evening Lincoln Journal. Both provide copy for the Sunday Journal and Star.

The U.S. Department of Justice, which lists Lincoln as a JOA, is investigating the company's position, according to a press release issued in May by Journal Star Printing. The company said the department had served it and its parent companies with "civil investigative demands"—a subpoena which the department is authorized to issue—and that an assistant attorney general will review the evidence provided.

Paul McCue, general manager of Journal Star Printing, declined to comment on what prompted the Justice Department probe, but he said it was not related to an antitrust lawsuit brought last February against the printing company and its parent companies by the publisher of a group of free weekly newspapers. It was subsequently dismissed [presstime, June 1985, p. 55].

According to the Justice Department, the newspapers in Madison also insist they are not in a joint operating arrangement, although they, too, are carried on the department's JOA list. Lee Enterprises also figures into the Madison situation.

Lee owns half of Madison Newspapers Inc. and furnishes news-editorial copy for The Wisconsin State Journal, a seven-days-a-week morning paper. The Capital Times Co. owns the other half and provides the content for The Capital Times, an afternoon Monday-through-Saturday paper.

Officials of Lee Enterprises and of The Capital Times Co. declined comment on questions about the status of the Madison dailies.

papers parted company.

Times Publisher Robert B. Atwood says the arrangement "was not given a proper chance."

After the split, Fanning sold the News to McClatchy Newspapers. Today, it is "trending toward profitability," according to Irwin Potts, McClatchy executive vice president. Its circulation has outstripped that of the Times by more than 9,000, according to the Audit Bureau of Circulations, and McClatchy is in the process of building a new $27-million production plant in Anchorage.

The problem plaguing the St. Louis JOA, the second to end since 1970, also pertained to profits. Unlike the situation in Anchorage, there was a profit-sharing plan. There just weren't enough profits to go around.

According to General Manager Penniman, the then-evening Post-Dispatch always made money. Its morning partner, the Globe-Democrat, always lost money. In seven of the arrangement's last 10 years, the Post-Dispatch's profits were not enough to pull the entire operation into the black.

In 1983, Newhouse Newspapers, owner of the Globe-Democrat, decided to close the paper but to retain its relationship with the Post-Dispatch, sharing equally in the profits of the remaining daily which would move to the morning position.

Before it could execute the plan, the Justice Department invoked what amounted to the old "failing company doctrine." The department insisted that the Globe-Democrat be put up for sale before it could, in effect, be merged with the Post-Dispatch.

Ultimately, a buyer—Jeffrey Gluck—was found, and he continues to publish the Monday-through-Saturday Globe-Democrat as well as a Sunday edition started in May as a free-distribution product.

Who's who among newspapers i

City/Newspaper	Publication schedule	Circulation	Ownership	Year JOA began	Year of renewal or expiration
Albuquerque, N.M.					
Albuquerque Journal	M	96,391	Independent	1933	2022
	S	137,897			
The Albuquerque Tribune	E	44,776	Scripps Howard		
El Paso					
The El Paso Times	M	56,052	Gannett	1936	1991
	S	87,827			
El Paso Herald-Post	E	31,562	Scripps Howard		
Nashville					
The Tennessean	M	123,909	Gannett	1937	1997
	S	249,473			
Nashville Banner	E	70,279	Independent		
Evansville, Ind.					
The Evansville Courier	M	64,609	Independent	1938	1998
The Evansville Press	E	41,414	Scripps Howard		
The Sunday Courier and Press	S	116,839	Evansville Printing Corp.		
Tucson					
The Arizona Daily Star	M	80,384	Pulitzer Publishing	1940	1990
	S	150,059			
Tucson Citizen	E	62,445	Gannett		
Tulsa, Okla.					
Tulsa World	M	136,592	Independent	1941	1996
	S	233,611			
The Tulsa Tribune	E	79,183	Independent		
***Madison, Wis.**					
Wisconsin State Journal	M	77,346	Lee Enterprises	1948	
	S	140,313			
The Capital Times	E	29,902	Independent		
Fort Wayne, Ind.					
The Journal-Gazette	M	58,167	Independent	1950	2020
	S	127,287			
The News-Sentinel	E	58,985	Knight-Ridder		
Birmingham					
Birmingham Post-Herald	M	61,200	Scripps Howard	1950	2001
The Birmingham News	E	169,251	Newhouse Newsp		
	S	212,273			
***Lincoln, Neb.**					
The Lincoln Star	M	36,350	Lee Enterprises	1950	
The Lincoln Journal	E	45,046	Independent		
Sunday Journal and Star	S	78,673			
Salt Lake City					
The Salt Lake Tribune	M	110,274	Independent	1952	2012
	S	132,107			
Deseret New	E	63,509	Independent		
	S	68,278			

Sources: U.S. Department of Justice, ANPA, Audit Bureau of Circulations Fas-Fax March 31, 1985; JOA newspapers
* The Lincoln and Madison newspapers dispute that they are in JOAs

Justice and the JOA. Although the Justice Department thrust itself into the process of the termination of the St. Louis JOA, its major responsibility under the act is in the *formation* of joint operating arrangements.

Initially, its Antitrust Division investigates an application and makes a recommendation to the attorney general. "We can recommend that he approve it, that he deny it or that he hold a hearing because there is a material issue of fact in dispute," says Alan L. Marx, chief of the division's general litigation section.

If the attorney general adopts the approve/deny recommendation of the division—as he did in 1974 in Anchorage and 1980 in Chattanooga—the matter ends there.

If the attorney general orders a hearing—as he did in Cincinnati and Seattle —the Antitrust Division assumes the position of a party to the proceeding, which takes place before an administrative law judge. At the hearing's conclusion, the division again becomes an advocate, making a recommendation to the judge.

"There's no question but that the process is very cumbersome," says Jonathan E. Thackeray, a partner with the Cleveland law firm of Baker & Hostetler.

"The chance that a hearing will be ordered is a very serious consideration for anybody who is seeking to enter into one of these things," he says.

"It's primarily just a matter of delay" says Thackeray, who represented Scripps Howard and its newspaper, The Cincinnati Post, in the first-ever hearings growing out of the Preservation Act, and the Hearst Corp. and its Seattle Post-Intelligencer in the latest.

Thackeray recalls it took 27 months between the time the Cincinnati newspapers filed their proposed agreement with the Justice Department and the time it was approved in December 1979. "During those 27 months, the weaker paper just kept getting weaker and weaker and losing more circulation and losing more advertising," he says.

Because of the criticism it received over the delay in Cincinnati, the department made a conscious effort to speed up the process in Seattle, Thackeray says. Nonetheless, it took 15

Joint operating arrangements

City/Newspaper	Publication schedule	Circulation	Ownership	Year JOA began	Year of renewal or expiration
Shreveport, La.					
The Shreveport Times	M	77,148	Gannett	1953	1994
	S	109,705			
Shreveport Journal	E	25,068	Independent		
Knoxville, Tenn.					
The Knoxville Journal	M	60,344	Gannett	1957	1987
The Knoxville News-Sentinel	E	94,596	Scripps Howard		
	S	162,425			
Charleston, W.Va.					
The Charleston Gazette	M	54,823	Independent	1958	2003
Sunday Gazette-Mail	S	108,363			
Charleston Daily Mail	E	53,431	Clay Comm.		
Columbus, Ohio					
Columbus Citizen Journal	M	119,150	Scripps Howard	1959	1985
The Columbus Dispatch	E	204,705	Independent		
	S	366,626			
Pittsburgh					
Pittsburgh Post-Gazette	M	174,982	Block Newspapers	1961	1999
The Pittsburgh Press	E	247,784	Scripps Howard		
	S	594,025			
Honolulu					
The Honolulu Advertiser	M	88,963	Independent	1962	2042
Honolulu Star-Bulletin	E	109,332	Gannett		
Sunday Star-Bulletin & Advertiser	S	199,340			
San Francisco					
San Francisco Chronicle	M	554,979	Chronicle Publ.	1965	1995
San Francisco Examiner	E	151,758	The Hearst Corp.		
San Francisco Sunday Examiner & Chronicle		717,426			
Miami					
The Miami Herald	M	464,745	Knight-Ridder	1966	1996
	S	559,886			
The Miami News	E	60,286	Cox Enterprises		
Cincinnati					
The Cincinnati Enquirer	M	190,072	Gannett	1979	2007
	S	308,545			
The Cincinnati Post	E	127,142	Scripps Howard		
Chattanooga, Tenn.					
The Chattanooga Times	M	55,479	Independent	1980	2000
Chattanooga News-Free Press	E	45,444	Independent		
	S	105,784			
Seattle					
Seattle Post-Intelligencer	M	196,996	The Hearst Corp.	1983	2032
The Seattle Times	E	227,844	Seattle Times Co.		
The Seattle Times/Seattle Post-Intelligencer	S	477,307			

months from application to attorney general approval in June 1982. Subsequent legal proceedings delayed implementation of the arrangement another 11 months.

Despite it all, Thackeray does "not believe we have seen the last JOA application."

Not always invoked. When the Seattle JOA finally went into effect, it did so amid some speculation that it might be the last of its breed. The cost, the time, the uncertainty of the outcome and the finite number of cities with competitive dailies were cited as factors.

Indeed, the Newspaper Preservation Act makes joint operating arrangements possible. It does not *require* them when a newspaper is in danger of failing.

"It did not save papers in Washington, Philadelphia, Cleveland and Buffalo, to name four," observes newspaper consultant Otto A. Silha.

Silha was chairman of Minneapolis-based Cowles Media Co. when it closed the Buffalo Courier-Express in 1982. The possibility of a JOA was "hardly discussed" with The Buffalo News, he says. "It takes two to tango, and both have to be ready to dance."

In deciding whether to enter into a JOA with its competitor, the question the dominant newspaper has to ask itself, according to analyst Morton, is: If we are making 100 percent of the profits now, why should we give up some by entering into a joint operating arrangement? (See story, p. 18.)

In Philadelphia, the McLean family, which owned The Bulletin, and Philadelphia Newspapers Inc., publisher of The Philadelphia Inquirer and the Philadelphia Daily News, "engaged in extended talks" about a JOA. But "The Bulletin chose not to go through with it," adds William W. Broom, PNI's vice president, public affairs.

After the McLeans sold the paper to Charter Media, the new owner approached Philadelphia Newspapers about a JOA, according to Broom. However, "By that time the Bulletin was in such bad condition financially and in circulation that a joint operating agreement was no longer economically viable from our point of view," he says.

In Cleveland, the idea of a joint operating arrangement with the Cleveland Press was considered internally at The Plain Dealer, says Publisher Thomas Vail, but no formal talks were ever held. From his knowledge of JOAs, says Vail, the weaker of the two papers is "kind of locked into a secondary position from which it cannot escape," and the dominant paper experiences a drain on its finances. "It was my feeling that this was not something that would work out well for anybody," he says.

Today in Cleveland, a federal grand jury is investigating the closing of the Press.

Outlook. In theory, any city in which there are two separately owned, competing newspapers is a potential candidate for a joint operating arrangement, providing the financial test of the Preservation Act can be met.

According to ANPA records, there are currently 32 cities in the United States with separately owned, competing dailies not in a JOA.

Newspaper analysts believe the city in which newspapers are most likely to seek a JOA is Detroit, where both dailies are reportedly losing money. Robert C. Nelson, publisher of The Detroit News, flatly says no conversations about a possible joint arrangement are under way. Knight-Ridder Newspapers, owner of the Detroit Free Press, declines to comment.

But newspaper executives in some of the other competitive cities admit to at least thinking about a JOA partnership. "If you are in the business of managing newspapers, you can't not think about it," says John Bates, vice president and general manager of The Sacramento Union, which competes against the larger Sacramento Bee.

And some admit to more than just thinking about it. For example, the Arkansas Democrat in Little Rock approached its competitor, the Arkansas Gazette, in the late 1970s about a JOA, says Paul Smith, general manager of the Democrat. It was rebuffed by the Gazette, which Smith says had about two and a half times the Democrat's circulation at that time.

Subsequently, says Smith, "we had to drastically change our operation in order to survive." Today, he adds, not only has the Democrat survived, but it is "a strong newspaper, a viable alternative in the market."

Gazette Publisher Hugh B. Patterson Jr. confirms that his newspaper turned a cold shoulder to overtures about a JOA. "I am familiar with the fact that in other places in the South . . . where the leading morning papers actually acquired the afternoon papers, that they have had to be artificially supported. I just did not feel we had the obligation of doing that in Little Rock."

Today, says Patterson, a JOA is out of the question. He points out that the Gazette has filed a wide-ranging antitrust lawsuit against the Democrat [presstime, Jan. 1985, p. 9].

As for existing arrangements, 11 JOAs are scheduled to expire before the end of the century.

The next one to come due is in Knoxville, and sources say The Knoxville News-Sentinel, a Scripps Howard evening newspaper, is not enthusiastic about renewing its contract with Gannett's morning Knoxville Journal.

In an ironic twist in light of its predicament in Columbus, Scripps Howard is said to be balking at renewal because it craves the morning slot for the News-Sentinel.

However, William J. Keating, president of Gannett's Newspaper Division, reports negotiations toward renewal in Knoxville are "ongoing." In addition to Knoxville, Gannett and Scripps Howard are partners in JOAs in Cincinnati and in El Paso. Keating comments: "We've always enjoyed a good working relationship, and I don't see any reason we won't be able to put it all together."

From time to time, there also are rumblings among executives of JOA newspapers about the Preservation Act itself. The law has not been amended since enactment a decade and a half ago, but that does not mean that some JOA publishers would not like to see it changed.

"The act is not perfect," says Morris J. Levin, a Washington, D.C., attorney who represented the Tucson newspapers and other JOA papers in lobbying for the act. "You work with Congress, and you come out with what is a political reality—anticipating as much as you can the future but never being successful."

In recent years, questions have been raised as to whether the act covers electronic publishing and total-market-coverage publications. Last year, in the only court ruling on the issue, a federal district judge ruled that the "shopping newspapers" of the Tucson dailies were not intended to be included among the activities covered by the act's antitrust exemption. He enjoined the dailies from distributing the free publications. Later, though, he held that the TMC publications were not "shopping newspapers" because they did not contain preprinted advertising inserts, as he had originally believed. Without inserts, the publications were covered by the act, according to the ruling.

"I think the act really should have been written more broadly, so newspapers under joint operating ventures would be clearly capable of doing whatever single-ownership newspapers can do," says Twigg-Smith of the Honolulu Advertiser.

But publishers of two JOA newspapers disagree on whether an amendment is needed now.

Frank Blethen, publisher of The Seattle Times, says his newspaper's position is that nothing in the act bars it from doing anything that is "available and practical" in electronic distribution and in new marketing approaches such as TMC. The Times has a TMC publication. But, he adds, when all or a part of the newspaper is transmitted electronically, "it's possible that a clarification of the law will be needed."

Although JOA newspaper publishers have considered seeking an amendment to the Preservation Act, to date, nothing has been proposed officially. The reason, according to Twigg-Smith, is fear of reopening debate on the merits of the act.

"I don't think anyone questions the need for amendment," says Twigg-Smith, who was a leading proponent of the act back in 1970. "I think they [many JOA publishers] are afraid it will open the thing up." □

Columbus Citizen-Journal staff coordinates 'Save the C-J' campaign.

What's this on the refrigerator?

Just something I cut out of the paper.

You trying to tell me something?

It's for both of us.

My stomach tells me I'm not going to like this.

As of tonight, the refrigerator's off limits.

No more midnight snacks?

This time we really mean it.

No more chocolate cake?

We'll give it our best shot.

No more apple pie?

I'm weakening.

No more milk and cookies?

I love milk and cookies.

I'll get the milk.

I'll get the cookies.

B-4
SEE? IT'S MORNING!
SO?
YOU MADE IT THROUGH THE NIGHT WITHOUT A MIDNIGHT SNACK! DOESN'T THAT PROVE SOMETHING?
OH, WHAT'S THE USE? YOU NEVER LISTEN TO ANYTHING I SAY ANYWAY!!
I WAS LISTENING... IT'S MY STOMACH THAT HAS A CLOSED MIND!
SCHULZ
1976 United Feature Syndicate, Inc.

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SYNDICATED & COMPUTER Graphics

BY CRAIG L. WEBB

David B. Gray has a standard answer when asked how to get more graphics into a newspaper.

"You have to redesign the publisher first," the managing editor/graphics at the Providence Journal-Bulletin replies. "Publishers look at USA Today and say, 'We've got to look like that.' But they try to do it without the quality USA Today has or without the resources."

With the inexorable march of high technology, however, those barriers are dropping.

Today even the smallest newspapers can afford to spice up their pages with graphics either by purchasing ready-made packages from wire services and syndicates or by creating their own on moderately priced computers.

It is not surprising, then, that initial results from a survey Gray recently conducted for the Society of Newspaper Design indicates most newspapers are now examining the idea of upgrading their graphics.

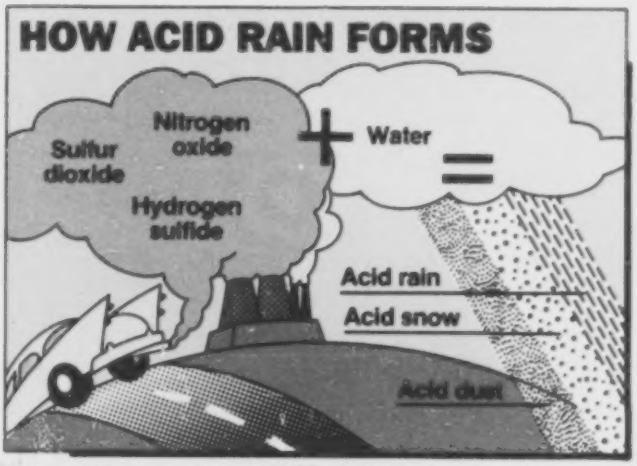
As these papers delve deeper into the subject they will find a rapidly expanding array of available graphics services.

The Associated Press has created a new graphics department. United Press International plans to offer a new weekly set of charts and other graphics. And several syndicates are turning out maps and charts for as little as $10 a week per subscribing newspaper.

For the more dramatically inclined—and financially set—newspaper, purchasing a new graphics computer may be the answer. Such systems come with built-in databases or with the capability to allow a newspaper to build its own unique graphics.

All these new services promise to give smaller newspapers the kind of visual appeal that has turned heads toward USA Today.

"There's a realization among graphics editors that there's something out there that makes it easier to do what they're doing now," Gray says.



Major wire services are increasing artwork efforts.

Wires and syndicates. AP Art Director Joe Jeninas says his staff turns out four or five charts a day plus six weather maps, one of them in color, two stock charts Monday through Thursday and three stock charts on Friday. It all is delivered over the wire as part of the AP photo service. A few extra charts move monthly on the cooperative's Laserphoto II, a satellite delivery system. The AP announced in May it will form a new graphics department to produce even more graphics and to update existing services.

The news cooperative has begun moving by wirephoto more color separations for graphics and plans to begin moving charts geared for specific parts of the country, said Kelly Smith Tunney, assistant general manager.

UPI clients as part of basic service get four to six charts and maps a day, two weather maps, one stock chart Monday through Thursday and two stock charts on Friday, Graphics Director Joseph Scopin says. Despite its filing for Chapter 11 bankruptcy, the wire service plans to introduce soon an optional, expanded service that will provide weekly via mail 10 to 20 camera-ready graphics. The artwork will include pieces that are too big to move over UPI's regular service and have a long shelf life.

"It won't contain pieces that would be related to the latest news, like that day's train crash, but rather would have a list of the top 10 crashes for the past year," Scopin said.

There also will be special features, such as illustrations for book reviews, as well as "context" graphics that mix several charts, pictures and copy blocks to tell a story. They will be mailed or sent by courier. Cost will vary according to a subscribing newspaper's circulation.

AP offers illustrations in its weekly feature service that goes to all print members. There also are illustrations in an optional Sunday package.

UPI's new service will butt heads with several established ones. Two of the biggest, Tribune Media Services and InfoGraphics, deliver 20 to 25 graphics a week on subjects ranging from airline pilots'

Webb is an editor on the foreign desk of United Press International in Washington, D.C.

pay to baseball's all-time great fielders.

Tribune Media Services gets most of its products from graphics created for the Chicago Tribune, says Bob Ferguson, managing editor of the syndicate. It claims its list of 350 graphics subscribers tops all competitors.

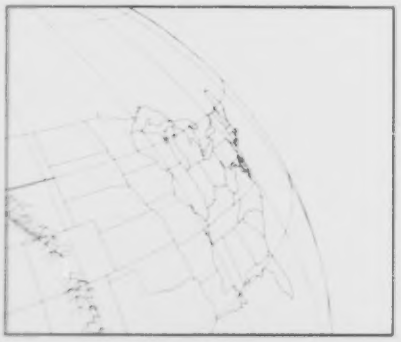
Roderick Deacey, director of the Irvine, Calif.-based InfoGraphics, says his firm's work has more of a "West Coast" style—extra white space, fewer sketched figures—than that of Tribune Media Services. The style makes it easier to add color, he maintains. Most of InfoGraphics' 200 subscribers are newspapers.

Both syndicates offer an extensive number of maps detailing individual states and countries. InfoGraphics' complete map set is delivered when the newspaper signs up for service, Deacey says.

The Tribune's Base Map System can be purchased separately or with its weekly service, and both groups will send specific charts issued before a customer joins the service.

Editors also can turn to such services as Newspaper Enterprise Association, which offers a package including maps and "Inx," a set of illustrations designed for op-ed pages.

The wire and syndicated services all sell for a relatively low price but also are somewhat limited from a newspaper's standpoint. They provide no local charts, use type that may clash with the newspaper's regular style and are burdened by an occasional lack of timeliness. The wire services and NEA also do not split the graphics from the rest of their picture package.



Azimuth maps can give different perspectives.

Buy your own. An alternative is for a newspaper to buy a graphics computer as a tool for staff artists.

Newspaper artists from New York City to Orange County, Calif., say they use them primarily to help charts and graphs spring to life. Many systems allow artists simply to enter data, choose the type of graphic they want, such as bar, line or pie chart, and within seconds see the final product on the screen. Revisions that might take hours to make with pen and paper often require only a few more keystrokes on the computer.

Some of the artists say they have proven reporters' proposed stories were ill-conceived simply by showing in a few

There is a shortage of good newspaper artists

Newspaper editors have discovered a world of difference between resolving to produce more graphics and finding the people to do them.

While other desks' editors can choose from scores of talented, trained reporters or photographers, it's a seller's market at the drafting easel.

Art directors from all over say they regularly have to hire non-journalists or raid other newspapers to get the talent they need.

"I have a couple of people on my staff who get several calls a month from people offering to pay as much as double their salary," says Maureen Decker, assistant managing editor of graphics at Call-Chronicle Newspapers in Allentown, Pa.

Job Bank, the newspaper job service, says 10 of the 40 positions editors nationwide sought help in filling during May were for graphics artists and page designers. The number of graphics positions decreased in June but remained strong compared with other types of editorial positions, Job Bank officials report.

"Unless you are willing to pay a whole lot of money," says Randy Miller, assistant managing editor for graphics at The Denver Post, there aren't any skilled graphics artists available for hire.

United Press International's graphics director, Joseph Scopin, estimates a good artist will earn at least $30,000 a year, and he says last year's meeting of the Society of Newspaper Design "seemed like a large recruiting convention."

Almost without fail, graphics editors cite the same hiring problems: a lack of established programs to produce beginning news artists and too little time to develop an adequate supply of experienced news graphics editors.

"We sit next to one of the best design schools in the country (the Rhode Island School of Design), and yet I've never had an intern who wanted to do information graphics. And the journalism schools don't teach this enough, either," laments David B. Gray, managing editor/graphics at the Providence Journal-Bulletin and treasurer of the Society of Newspaper Design. "The demand is so great we're stealing people out of school."

Broc Sears, art director at the Dallas Times Herald, says he uses his staff's two part-time artist slots as training grounds to fill positions whenever any of the 11 full-time artists leave. The Washington Post and The New York Times report doing the same.

Sears says he also visits design schools regularly, looking particularly for ex-architects—they usually have a good eye for lines, designs and problem-solving. When hired, they are grounded in journalism basics, such as the importance of meeting deadlines.

"There is not a good pool of people to pick from, so you take good journalists and teach them how to draw or, more likely, you take someone with good graphics skills and teach them about the news," says Rob Covey, art director of The Seattle Times.

However, some developments may ease the problems of too-few personnel. One is that some journalism schools are beginning to fill the gap.

Trevor Brown, acting dean of Indiana University's School of Journalism, says all students there must take at least one course in non-verbal communication, and some go on to take an advanced course in graphics. "We've found that students who combine a fine arts background with a communications background seem to be the most desirable folks" for newspaper graphics departments, he says.

And Decker of Call-Chronicle Newspapers believes the proliferation of graphics computers will make it easier for people of modest talents to produce decent charts and maps.

Gray also forecasts growth in computer use, partly because the machines allow fewer artists to turn out more charts.

minutes how certain data looked in chart form.

Most computer systems can create bar and pie charts, and some art directors have modified reporters' terminals to produce such graphics, the Journal-Bulletin's Gray says.

However, the Apple Macintosh personal computer has drawn much of the attention lately for several reasons: It is simple to use, costs about $2,500, handles more than just bar charts, and can be linked to an Apple laser printer that costs about $7,000 and produces camera-ready copy.

Knight-Ridder Newspapers plans to install a Macintosh and printer at all of its newspapers, according to Roger F. Fidler, the group's director of graphics and newsroom technology.

Gray says he recommends Macs to newspapers that want a computer but lack a lot of cash.

One disadvantage of most computer systems is lack of a graphics database. An exception is a new system developed by Computer News Graphics that includes a database containing everything from maps to the configuration of a Soviet MiG jet [presstime, July 1985, p. 39]. It costs $100,000, including hardware.

Newspaper designer Robert Lockwood, a principal owner of the firm, says an editor or artist can "call up an image on the screen—an MX missile for example—and then scale it to anything else in the system."

In Washington, a group of computer experts and mapmakers has produced a computer system that can draw the world from any angle. The Washington Post, which has served as a test site for the system, has used it for such graphics as a view from behind the German lines of the Allied attack on D-Day.

Several firms known for their printing and typesetting systems also are selling graphics packages. Among them is Compugraphic, which markets a souped-up, large-screen version of the Macintosh in tandem with the Compugraphic 8400 typesetter or EP-308 laser printer.

One important element of a computer graphics system is supplied by no computer firm: a savvy person to use it. Deacey of InfoGraphics says that fact makes his and similar services valuable because they supply camera-ready material.

"We're not selling graphics per se," he says. "You can give editors a Macintosh but they don't know what information to use, what data to choose for a graph and what range to use. The Macintosh . . . is a tool, and, in the right hands, it can be good. But it has to be in the right hands." □

Sources of newspaper graphics

Syndicates and wire services

Company	Product	Cost/what you get
InfoGraphics 1703 Kaiser Ave. P.O. Box 19620 Irvine, Calif. 92714 (714) 250-4000	Weekly charts	$10-$150/week (varies by circulation) plus mail costs. Delivers about 25 graphics per week on four 12-by-18-inch sheets. Basic geographic maps sent upon joining service.
Chicago Tribune Graphics Service c/o Tribune Media Services 720 N. Orange Ave. Orlando, Fla. 32801 (800) 322-3068	Weekly charts	$12.50 -$100/week (varies by circulation) plus mail costs. Delivers about 20 graphics per week on three 11-by-17-inch sheets. Includes some maps. Basic maps extra, available with or separate from regular service.
United Press International 1400 Eye St. N.W. Washington, D.C. 20005 (202) 898-8000	Weekly charts (beginning soon)	Cost expected to run $40-$120/week, depending on circulation. Will send 10-20 graphics per week; size of sheets unknown. Service will include maps, illustrations, "context" pieces.
United Press International 1400 Eye St. N.W. Washington, D.C. 20005 (202) 898-8000	Daily illustrations on wire	Cost varies by newspaper size. Client gets 4-6 pieces of art daily, plus 2 weather maps and stock charts. Service comes only in combination with photo wire.
Associated Press (Contact local bureau)	Daily illustrations on wire	Cost varies by newspaper size. Client gets 5-9 pieces of art daily, plus 4 weather maps, one of them set up for color. Service comes only in combination with photo wire.
Associated Press (Contact local bureau)	Sunday illustrations	Cost varies by circulation. Client gets illustrations weekly for AP's special Sunday features.
Newspaper Enterprise Association 200 Park Ave. New York, N.Y. 10166 (800) 221-4816	Graphics	Cost varies by circulation. Package delivered by mail four times weekly provides maps, charts and "Inx," a set of op-ed page illustrations. Service available only with rest of NEA package.

Computer-based systems

Azimuth Suite 1100 1511 K St. N.W. Washington, D.C. 20005 (202) 331-8833	Computer mapping system	$30,000 for hardware, software, installation, training and updates. System permits user to draw map of the Earth from any point, any angle, in perspective.
Computer News Graphics 1909 Cinnaminson Ave. Cinnaminson, N.J. 08077 (609) 829-1288	The CNG System	$85,000-$100,000 including hardware and database. System enables user to create and modify charts, maps and other graphics, using voluminous supply of ready-made maps, logos and other symbols.
Compugraphic 80 Industrial Way Wilmington, Mass. 01887 (617) 944-6555	Personal composition system	$26,000 for computer and EP308 laser printer, $38,000 for computer and 8400 typesetter. Hardware based on Apple's Macintosh XL. System permits creation of maps, charts and other graphics with output to camera-ready printer.
Apple Computer (See local dealer)	Computer and printers	About $2,500 for Macintosh computer, $7,000 for LaserWriter printer. Software available enables user to create charts, lay out pages, manipulate text.

Newspapers agonize over staying or leaving downtown

BY BARBARA J. FRIEDMAN
presstime staff writer

In 1913, the Brattleboro Reformer moved into a building in the heart of that Vermont town. The newspaper stayed put for nearly 70 years.

But problems of getting delivery trucks to the old building's door, lack of parking and other headaches prompted the paper to leave the downtown site in 1981 and move three miles away.

Editor Norman Runnion, recalling the move, says, "There was a lot of unhappiness on the part of merchants, the town and some of us. I got an awful lot of my editorials [about preserving downtown Brattleboro] thrown back in my face."

Times-Picayune/States-Item left the heart of downtown New Orleans.

About the time the Vermont paper moved, The News-Gazette of Champaign-Urbana, Ill., also faced the tough decision of whether to leave downtown to satisfy its need for additional space. It chose to stay downtown.

The News-Gazette subsequently spent more than $4 million remaking a former J.C. Penney Co. store into a showcase headquarters.

The Vermont and Illinois dailies provide microcosmic views of how newspapers—long regarded as pillars of American downtowns—have responded to 40 years of residential and commercial flight to the suburbs. Some have stayed. Others have left. And a growing number of larger papers have reacted by doing both—keeping a central office in downtown and building satellite production and distribution plants in outlying areas.

Moving out. J. Ben Penners, who owns and runs a firm that specializes in building facilities for newspapers with circulations of less than 80,000, estimates that 75 percent of his jobs in the last 10 years have involved moves from downtowns to the outskirts.

"Oftentimes there's an objection to moving out of the core of the town," he says, "but oftentimes the land isn't available" for staying put.

The Brattleboro Reformer is one of the newspapers on Penners' list of those that have moved.

"Hell, in a small town, Main Street is your news source," says Editor Runnion. In addition, an advertising department that is situated downtown has the luxury of dealing with clients able to walk in off the street.

After it moved, the Reformer made sure that editorial and advertising staffers maintained high visibility on Main Street by continuing their daily rounds downtown.

About four years later, "Everybody has adjusted to the paper's move" to a growing commercial strip, Runnion says. But he notes that traffic through the Reformer's front door, while getting heavier, has not returned to its level before the move. "It just takes time," he says.

The Times-Picayune/The States-Item in New Orleans is another newspaper that left the downtown core. The paper needed more room and decided to build.

The old headquarters in the heart of downtown New Orleans was a six-story building with limited space for the pressroom. "We could not expand outward," and the newspaper was having problems getting trucks to and from its loading dock quickly, says Joseph I. Ross, the newspaper's vice president and business manager.

News-Gazette occupies renovated Champaign-Urbana retail store.

The 234,344-square-foot, three-story building the newspaper occupied in 1968 is about two and a half miles from the old Times-Picayune/States-Item location, Ross says.

This month, the Asbury [N.J.] Park Press will move its headquarters four and a half miles to the city of Neptune. Jules L. Plangere III, vice president for operations, says the destination is a 106,000-square-foot building that cost more than $10 million. The Press previously spent $5 million in Neptune constructing a 70,000-square-foot building that has housed its presses, mailroom and newsprint storage since 1980.

Parking and a lack of space are among reasons the Press is moving. Plangere says he has no misgivings about leaving downtown Asbury Park, where the newspaper has occupied a narrow, five-story building. However, in that community, "no one was tremendously pleased over our decision to move," he acknowledges.

Besides the vast increase in space—the Press will occupy a 21-acre site—the newspaper will be in a larger city (population about 28,000, compared with Asbury Park's 17,000) and closer to the center of its circulation area.

Plangere estimates the move will trim 10 to 15 minutes off each delivery truck's route. Neptune is also more central to news sources, he says.

Despite the move, no thought has been given to changing the name of the Asbury Park Press, Plangere says.

The company will continue to use the Asbury Park building for television production, radio offices and studios, a weekly newspaper and for its direct mail operation.

The newspaper felt an attachment to Asbury Park, Plangere says, but had to consider first "the needs of the corporation to expand."

Staying put. In Champaign-Urbana, that feeling of attachment to downtown led owner and publisher Maraien Stevick Chinigo to decide to keep The News-Gazette there, says John J. Bowman, the paper's editor and general manager.

Bowman says the newspaper's executives discussed moving to the outskirts of town and even looked at sites, but the board voted unanimously to stay in the central business district. The paper needed about 40,000 extra square feet and only one building downtown fit the bill—the vacant space that once housed a Penney's.

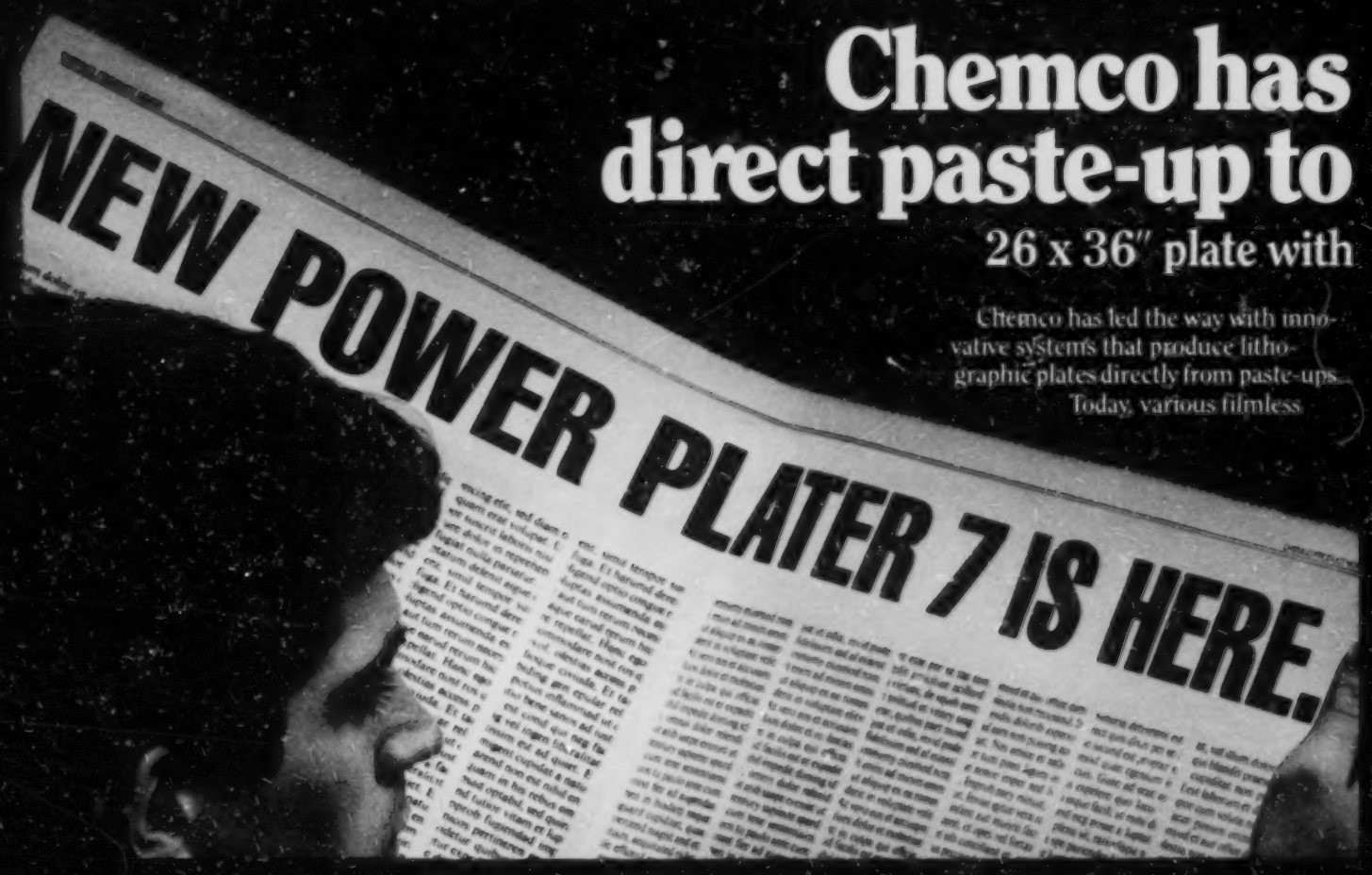
The newspaper took into account the tax credits it would get from renovating the building, plus "the pretty good deal" offered on the vacant store, Bowman says. When all the factors were counted, he says, the costs of starting from scratch and of renovating were about the same—"over $4 million."

Parking remains "somewhat of a problem," Bowman says, but the newspaper expects to acquire more spaces after an exchange of lots with a local bank that owns land next to the News-Gazette's renovated building.

Six months ago, the newspaper moved all its operations, except the pressroom and mailroom, from a building half a block away. The new building, which includes an employees' lounge called the "Garden Room," has been "really good for morale," Bowman says.

The Wyoming State Tribune in Cheyenne is another paper that decided to remodel another company's downtown building—in its case, one previously occupied by International Harvester Co.

The Tribune "has been downtown forever," says Editor James E. Flinchum. He says the Harvester building is being gutted with essentially only the frame left intact. While the building is only five blocks from the Tribune's present location, it has the virtues of being next to a railroad siding and has better access for trucks, Flinchum says.



Chemco has direct paste-up to 26 x 36" plate with

Chemco has led the way with innovative systems that produce lithographic plates directly from paste-ups. Today, various filmless

Split personality. Having locations in both the core city and on the periphery is the trend seen by Leonard E. Elliot, a consultant on the design of newspaper buildings, and William D. Rinehart, ANPA vice president/technical.

The trend holds especially true for newspapers with more than 250,000 circulation based in downtowns choked with traffic.

Microwave and fiber-optics transmission of composed pages creates an option for publishers who want to keep their editorial and business headquarters downtown.

"That's where most of them are emotionally," says Elliot, a staff newspaper consultant at The Austin Co., an architectural, engineering and building firm. Rinehart thinks similarly: "Where they've a strong community identity, publishers wish to remain very prominent downtown."

But downtown quarters—often in old buildings—can cramp a newspaper's operations and prevent installation of more efficient equipment.

No one, Elliot notes, has a mailroom that is too long.

The growing volume of preprints and installation of mailroom equipment can leave employees tripping over skids and each other. Also, trucks carrying inserts must sometimes join a queue headed to and from the loading dock.

And higher circulation can make a publisher yearn for the extra space needed for a larger press, and for ready access to a railroad siding that can make newsprint easier to deliver.

The need for space and the lack of suitable, downtown sites at attractive prices have helped push production plants to the suburbs. Also feeding the trend will be increasing use of full-page pagination in production of zoned editions, ANPA's Rinehart says.

While acknowledging the trend, at least one newspaper—The Orlando (Fla.) Sentinel—has reversed course.

In 1981, the Sentinel shifted newspaper production and mailroom operations at its Altamonte Springs plant north of Orlando to a new building next to the main newspaper office in the downtown section.

At one point, there was talk of putting all of the Sentinel's operations in Altamonte Springs, says James E. O'Dell, Sentinel vice president and operations director. That talk died after the newspaper was able to buy previously unavailable land downtown.

The newspaper was also responding to a study that concluded much money could be saved if satellite and downtown production were consolidated, O'Dell says.

The downtown production building is 107,000 square feet and cost $38 million with equipment. The Altamonte Springs plant now houses the company's commerical printing subsidiary.

Parking is not a problem in downtown Orlando, nor is access for daytime delivery of newsprint from Sentinel warehouses, O'Dell says. Delivery trucks picking up newspapers at 2 a.m. have a clear run.

"Satellite production makes sense for some markets," but not for Orlando, O'Dell says. □

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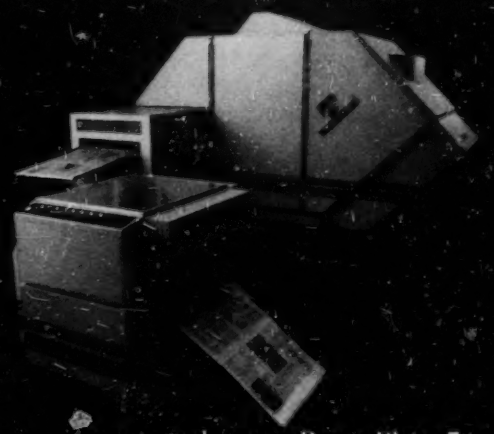

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George Krimsky

A 'can-do' guy helping to improve journalism worldwide

BY MARCIA RUTH
presstime staff writer

THIS," says George Atwell Krimsky, with a sweeping gesture of both hands, "is The Center for Foreign Journalists."

To a visitor, "This" is a star-shaped logo propped against a wall, an assistant typing under a stairwell and Krimsky's cluttered desk in an otherwise empty group of rooms in the American Press Institute building in Reston, Va.

But through the eyes of the newborn center's executive director—accustomed to doing what other people hold meetings to discuss—the place is already functioning as a central force for improvement of worldwide journalism.

"George is a 'can-do' guy who has taken on a job that needs doing," says Dana Bullen, executive director of the World Press Freedom Committee.

Two years ago, when he was news editor of world services for the Associated Press, Krimsky pulled off another "can-do" operation—the so-called List of Talloires. The first comprehensive list of programs to aid Third World journalists—about 300 in more than 60 countries—it was presented at Talloires II, the second international "Voices of Freedom" conference of journalists held in France.

At Talloires, Krimsky met the equally committed Thomas Winship, a former president of the American Society of Newspaper Editors who was soon to retire as editor of The Boston Globe. They agreed that the List of Talloires had revealed a critical void in efforts to assist Third World journalists—the lack of an ongoing clearinghouse for training and for information about the press.

In Krimsky, Winship found a "prototype of a genuine journalist." In Winship, Krimsky found "the ideal boss." And The Center for Foreign Journalists was born [presstime, Feb. 1985, p. 33].

For Winship, "retirement" became an inaugural fellowship at the Gannett Center for Media Studies, from which he launched a fund-raising drive as president of the center Krimsky now directs. With about $250,000 already raised to cover the first year's expenses—including directors of training and information—the center plans to open in October with a three-week program for 12 Arab journalists.

Initially, the center will offer three types of workshops, all built on the API model that has provided training for 18,000 journalists, nearly all of them from North American newspapers, since its founding in 1946.

More Third World journalists may use the center's other arm, the information clearinghouse, whose database will include the List of Talloires.

Directing this center appears the logical extension of Krimsky's professional career. "I helped conceive this baby, and I want to help raise it," he told the AP when he resigned at the age of 43 to head the center.

A geography and American literature major at Middlebury College in Vermont, Krimsky followed U.S. Army service with his first reporting job at the Waterbury (Conn.) Republican in 1966. Three years later, he joined the AP in Los Angeles and then was assigned to the AP foreign desk in New York to prepare for overseas duty.

He went first to Moscow but was expelled after 28 months by the Soviet Union, which accused him of espionage and currency violations—charges denied by the AP and Krimsky. He was reassigned to Beirut as Middle East news editor in 1977.

Krimsky eventually sought a stateside assignment to spend more time with his wife, Paula, and their two children, Alissa and Michael, who lived on Cyprus for safety reasons while he was in Beruit. He accepted the New York position of deputy news editor of world services in 1979 and became editor two and a half years later.

Colleagues point out that The Center for Foreign Journalists is as much an outgrowth of Krimsky's personal style as his professional credentials. In his recent stint in New York, the hundreds of Third World journalists that stopped by Krimsky's office at the AP became part of what he terms the "discovery process" leading to formation of the center.

"George took more than a routine interest in them," says Angelo Natale, editorial supervisor of AP's world desk. "I think [the center] grew out of his caring."

While based in New York, Krimsky taught short courses to journalists in Malaysia and Nigeria [presstime, May 1981, p. 18], and somehow found time to chair the civic association and run a local arts festival in Rowayton, Conn., where he lived.

His warmth is as well-known as his ability to pull structure out of chaos. "He gets through to people easily," says Larry Heinzerling, AP director of world services. "People visiting from foreign countries who might feel awkward . . . open up to George because he is sympathetic to their problems and knows where they're coming from."

As tactful as he is forceful, Krimsky says he has "no intention" of attempting to have the center replace older programs. Nor does he intend to do battle with what is called "developmental journalism," in which Third World governments demand that the press serve struggling economies and often totalitarian ideologies.

"We're not in a position where we want to reform the world's press. . . . It's not our business to try to tell [Third World journalists] how to change," he says.

But "perhaps down the road, if the one-party state does soften up a little and head toward a civilian democracy, their . . . journalists will be prepared to produce a fair and responsible product because they are applying the tools," he adds. □

Why third-class rates should be restructured

BY WILLIAM J. KEATING

Obviously, the U.S. Postal Service of today is far different from the Post Office of 200 years ago, and newspapers also have undergone much change.

Postal services have evolved to meet the public's needs for a government-operated distribution system. Newspapers have changed their content and their distribution methods to meet the needs of readers and advertisers.

William J. Keating

In a free society, newspapers must have advertising to provide the economic stability that makes it possible for them to publish news. Increasingly, this includes preprinted inserts—a category of newspaper advertising that has been especially affected by unfairly structured third-class postal rates.

Most postal pricing has been based on the sensible view that heavier mail pieces cost more to handle—and are worth more to the customer—than lighter pieces.

A postal customer who drops a first-class envelope into a mailbox pays 22 cents for the first ounce of mail and 17 cents for each additional ounce. Mailing a letter weighing 1.01 ounces costs 39 cents.

Newspapers are priced even more in accordance with weight. In fact, each additional page of a newspaper—mailed at second-class rates—costs the publisher more postage. The price goes up in direct proportion to the weight.

But, third-class mail has become inexplicably different. A third-class piece pays as little as 8.3 cents for a half ounce, a full ounce, two ounces, three ounces and so forth—up to 3.5 ounces, nearly a quarter of a pound. Only then does a gradual climb in rates begin as the package becomes heavier.

Keating, senior vice president of Gannett Co., is vice chairman of the newspaper industry's Joint Postal Task Force, which prepared the report on which this article is based.

This is not fair. Third-class rates ought to be put on the same weight-based system that applies to first- and second-class.

First-class rates have risen dramatically over the years; second-class rates took a huge leap upward after passage of the Postal Reorganization Act; yet the most important of the third-class rates are lower today than they were in 1978.

Postal volumes in recent years seem to reflect more and more this unfair rate approach. First-class rates become the safety net of the Postal Service, while second-class mail seems to stagnate and bargain-priced third-class mail fills the system.

This pricing philosophy needs serious re-examination. At a minimum, the Postal Service ought to explain the specific reasons why a first-class letter weighing 3.5 ounces should cost almost 10 times as much as a third-class letter of the same weight and mailer preparation.

The Postal Service also needs to re-examine the quality of service.

Newspapers know what happens when an issue fails to be delivered on schedule, but their concern extends to all classes of mail. Much has been studied and written about first-class service and problems now facing second-class mailers. The Postal Service appears to be making extraordinary efforts to keep service in those two classes at the highest possible levels.

The service for third-class mail generates the most complaints. Tales occasionally are told about national bulk mailings taking many more days than seemingly necessary to reach their destinations around the country.

Newspapers have felt one very important area of third-class mail service was not being studied carefully enough—the quality of service for *local* third-class mail. So a study was made.

The results show that the differences in local first and third-class mail service often amount to only a single extra day. (See story, p. 38.) The Postal Service may be proud of that service, but newspapers question whether first-class mailers should have to pay 10 times the postage in order to have their first-class letter arrive a day earlier than a similarly prepared third-class letter.

Another area of concern is the Postal Service's allocation of institutional or overhead costs. Traditionally, the postal mailing community has looked upon postal rates as consisting of two tiers: first, the attributable, or volume-variable, costs; second, the fixed, or institutional, costs.

Many third-class mailers believe institutional costs ought to be allocated to mailers on a basis of a percentage markup over attributable costs. Newspapers believe institutional costs also should be looked at from the standpoint of how much each piece of mail benefits from, and should contribute to, USPS's basic overhead (such as letter carriers).

Here is a capsule account of how newspapers use the mails:

- *First-class*—Newspapers are service-oriented businesses which share with other such organizations the need to use the Postal Service to reach many customers. It is not unusual for a metropolitan daily to have an annual first-class postal bill of a half million dollars. Newspapers believe first-class rates are higher than necessary.
- *Second-class*—There is no class of mail more central to the newspaper business than second-class. For many newspapers, Postal Service distribution to subscribers is essential to their very existence. Second-class mail rates have been kept low and second-class service has been maintained at high levels for very good public policy reasons. Publications that qualify for second-class rates serve important goals related to an informed public in our democratic society.
- *Third-class*—Newspapers make extensive use of third-class mail. Some use it for subscription promotion; others spend millions of dollars annually using third-class mail for non-subscriber programs designed to achieve total market coverage. Incorrectly priced third-class mail causes newspapers to lose twice. First, wrong pricing decisions will affect the financial future of the Postal Service. Second, newspapers are threatened with anticompetitive actions by others based on unfair rate structures. Corrections are needed immediately in order for the Postal Service to protect its own best interests.

Certainly, USPS should realize that the use of detached address labels with some third-class bulk mail has deprived it of nearly $1 billion in postage during the past five years.

To require detached labels to pay their appropriate rate—that of a third-class post card—is within the sole power of the Postal Service. USPS granted permission for this unfair practice to begin, and it has the power to withdraw it. □

COURTS

Adverse libel decision weighed

Newspapers can look forward to additional court activity growing out of the Supreme Court's decision in *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*, which makes it easier for private-figure libel plaintiffs to recover damages in libel cases where the statement at issue is not a matter of "public concern."

In a 5-4 decision, the court June 26 affirmed a decision awarding $50,000 in compensatory or presumed damages and $300,000 in punitive damages to Greenmoss, a Vermont construction contractor that had been subject of a false Dun & Bradstreet credit report [presstime, Oct. 1984, p. 43].

Dun & Bradstreet had argued that the Supreme Court, in its 1974 decision in *Gertz v. Welch*, had prohibited awards of presumed and punitive damages in private-figure libel cases unless the plaintiff proved "actual malice"—that is, that the defendant made the statement with the knowledge that it was false or with reckless disregard for whether it was true or not.

Delivering the opinion of the court, Justice Lewis F. Powell Jr. said *Gertz* did not apply in this case because it concerned no public issue. "We have long recognized that not all speech is of equal First Amendment importance. It is speech on 'matters of public concern' that is 'at the heart of the First Amendment's protection.'"

He said there is "no credible argument that this type of credit reporting requires special protection to ensure that 'debate on public issues [will] be uninhibited, robust, and wide-open.'"

Powell was joined in the opinion by Justices William H. Rehnquist and Sandra Day O'Conner. Chief Justice Warren E. Burger and Justice Byron R. White filed separate, concurring opinions.

Libel attorneys offered various views on what will happen next in the courts and how the decision will affect the news business.

Robert D. Sack, general counsel of Dow Jones & Co., said courts now will be looking at three questions: first, what is "a matter of public concern"; second, to what extent does the answer to that question depend on the nature of the media involved; and, third, what does the decision mean for the other finding in the *Gertz* case—that there can be no liability without a finding of fault?

"Though this case concerned a relatively narrow issue, its long-term impact on libel lawsuits could be devastating to the media," said Hunter C. Quick of the Nashville law firm of King, Ballow & Little. "At this point, it is safe to say that not everything published or broadcast by the media may be found to be of public concern. In those situations, courts are now free to award punitive damages to private-figure plaintiffs who have not proven actual malice."

But Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City, said he had hopes that the ruling will be applied narrowly.

And Bruce W. Sanford, attorney with the Washington, D.C., office of the law firm of Baker & Hostetler, called the decision "a way station on the road to next year's libel decisions."

Noting that the court has accepted two libel cases for review in its term that begins in October, Sanford said the issues in those cases "are going to tell us a lot more in 1986 about the evolution of American libel law."

Currently, Sanford said, the court lacks "a coherent consensus . . . on what American libel law ought to be."

One of the two upcoming cases, *Philadelphia Newspapers Inc. v. Hepps*, raises the question of whether, in private-figure libel cases, the burden is on the plaintiff to prove that the statement at issue is false or whether it is on the defendant to prove that it is true.

The other case, *Anderson v. Liberty Lobby Inc.*, raises the question of whether, in public-official and public-figure libel cases, courts must require a showing by a libel plaintiff of actual malice with "convincing clarity" in order to rule against a defendant's motion for summary judgment.

ANPA joined 16 other news media organizations in filing a friend-of-the-court brief in the latter case, supporting the position that the plaintiff must prove actual malice with "clear and convincing" evidence at the summary judgment stage of a libel proceeding. —*Margaret Genovese*

Ruling on records inspections overturned

Companies that participate in multiemployer benefit plans must allow trustees conducting an audit to inspect the personnel records of workers not covered by the plan to determine if they should be, the U.S. Supreme Court ruled.

In a 6-3 ruling that came late in its recently ended term, the court overturned a lower court's decision that the Employee Retirement Income Security Act allows the trustees to inspect the records of non-covered employees only if the trustees have "reasonable cause" to believe that the employees should be covered by the plan.

The case arose when trustees of two of the largest Teamsters benefit funds were denied access to records of employees not listed as pension plan participants at 16 trucking companies.

The largest multiemployer pension plan affecting the newspaper business is that of the International Typographical Union [presstime, Feb. 1984, p. 43]. □

ANPA panel to study friend-of-court briefs

The ANPA Legal Affairs Committee has agreed to conduct a study into how to make friend-of-the-court briefs most effective.

The June 21 meeting in New York City followed a meeting of the ANPA/American Bar Association Task Force.

The task force also reviewed plans for a national libel symposium it intends to sponsor next spring, with this working title: "Is litigation the best way for society to resolve disputes over claims of libel?"

In addition, the group agreed to review a report by an ABA panel on undercover operations by government agents. ANPA opposes agents' posing as members of the news media [presstime, March 1985, p. 72]. □

Court upholds union members' right to resign

The U.S. Supreme Court has upheld the National Labor Relations Board by ruling that union members have an unrestricted right to resign at any time, including during a strike or when a strike is imminent.

The board has issued such rulings in several newspaper cases involving The Newspaper Guild [presstime, Jan. 1985, p. 63]. The Guild's constitution prohibits resignations during a strike "or at a time when a strike or lockout appears imminent."

A Guild spokesman said the union's international executive board is reviewing the decision. He said the leadership will advise U.S. locals about provisions of the union's constitution that are or may be unenforceable in light of the ruling, "pending full consideration of appropriate constitutional amendments" at the 1986 Guild convention.

The court's 5-4 ruling came in a case involving the Pattern Makers' League of North America, a small AFL-CIO affiliate that had fined members who resigned and crossed picket lines during a 1977 strike against clothing companies in the Midwest.

Writing for the court, Justice Lewis F. Powell Jr. said the NLRB was justified in holding that a union rule restricting the right to resign impairs the national policy favoring voluntary unionism.

Because of the NLRB's "special competence" in the field of labor relations, the court said, the board's interpretation of the Taft-Hartley Act "is accorded substantial deference."

The AFL-CIO said the decision will make it more difficult to conduct successful strikes. But it said the NLRB's "ultimate objective—to cripple labor unions—will not be achieved."

ANPA Manager/Labor Relations Charles Cole said the impact of the decision on striking unions "will be minimal in blue-collar operations, where peer pressure is strong."

"In white-collar units, such as those represented by the Guild, the impact will be greater due to less structured organizations and greater recognition by the individual of one's employment rights," Cole said. "At most, the decision may dampen enthusiasm to call a strike absent more than a strong majority of support." □

Appellate decision won't restrict TMC programs, experts say

Newspaper legal experts say a federal appeals court decision upholding an antitrust verdict against two daily newspapers in Virginia places no new restrictions on newspapers' total-market-coverage programs.

The case pitted Daily Press Inc., publisher of the Daily Press and the Times-Herald in Newport News, against Advantage Publications Inc., former publisher of two free weeklies. It was the first in which a jury found a paid daily guilty of trying to monopolize with its TMC publication [presstime, Jan. 1985, p. 9].

The appeal was being watched closely by newspapers because the court could have discussed the merits of the case and established new rules for TMC programs. But the three-judge panel of the 4th U.S. Circuit Court of Appeals did neither.

Both sides had appealed the original 1983 ruling by U.S. District Court for the Eastern District of Virgina.

Daily Press argued that there was insufficient evidence of an attempt to monopolize for the judge to have allowed the case to go to the jury.

Advantage appealed sanctions that had been imposed by the court because Advantage owner Susan E. Marcotte had failed to produce certain business records sought by Daily Press before and during the trial. Marcotte's actions were believed to be the reason the court awarded Advantage only $3 in damages.

In its July 3 decision, the Court of Appeals said it found sufficient evidence for the District Court to submit the case to the jury. And it upheld the sanctions against Marcotte, calling her actions "intolerable."

"We were obviously disappointed, mostly because the 4th Circuit didn't address the issues at hand," said Norman L. Freeman, general manager of Daily Press.

Daily Press lawyer Gerald A. Smith Jr. said the appeals court was "simply wrong on the law" in the case. But he said it is "very doubtful" the newspapers will seek a rehearing by the full court or appeal to the U.S. Supreme Court.

Although the daily newspaper company failed to get the verdict overturned, lawyers for newspaper organizations said the decision was not as bad as it might have been for the industry.

"There is nothing in this opinion that will inhibit a newspaper from introducing product improvements such as shoppers, total-market-coverage programs or zoned sections," said Walter D. Kelly Jr., one of several lawyers for three newspaper groups that filed a friend-of-the-court brief in the case—ANPA, the Southern Newspaper Publishers Association and the Virginia Press Association.

"In terms of the newspaper industry and what potentially could have happened, the opinion is quite good," Kelly added.

He pointed out that the opinion was labeled "unpublished" by the court, which generally means it cannot be cited as precedent. Even if it were published, he added, it would be useless in other cases because the court did not explain how it arrived at its conclusion on the evidence question.

W. Terry Maguire, ANPA vice president/general counsel, agreed with Kelly on the limited application of the decision in other cases.

"We believe it was appropriate for the court to refrain from using this case as basis for establishing new legal restraints on newspaper response to competition," he added.

Despite her loss on the sanctions issue, Marcotte said she was "very satisfied" with the action of the appeals court. "The point of law was the most important consideration from the beginning," she said. Marcotte currently is publisher of "Echoes," a TMC publication of the Valley News in West Lebanon, N.H. □

Court denies injunction on exclusivity issue

The 9th U.S. Circuit Court of Appeals June 14 denied a request by The Tribune in Oakland for a preliminary injunction to bar two San Francisco daily newspapers from holding exclusive rights in the Bay Area to certain syndicated features [presstime, Feb. 1984, p. 8].

The court said the Tribune failed to show that it faced irreparable injury if the injunction were not issued against the San Francisco Chronicle and San Francisco Examiner.

The appeals court's decision upheld a 1984 ruling by U.S. District Court in San Francisco. The Tribune's lawyer, Paul R. Greenberg, said the newspaper will proceed with the case. □

Jury rules subscription list is depreciable asset

A newspaper company scored a significant breakthrough in June when a federal District Court jury ruled against the Internal Revenue Service and found that the subscription list of a newspaper the company acquired was a depreciable asset for tax purposes.

This is the first known court challenge to the IRS's position that an acquired subscription list for a newspaper continued in operation is a part of non-deductible "goodwill."

The Justice Department lawyer who represented the IRS in the case said no decision has been made on whether to appeal.

The case grew out of a suit Donrey Media Group filed last January in U.S. District Court for the Western District of Arkansas. Donrey sought to recover taxes paid after the IRS audited its 1977 and 1978 tax returns and disallowed a claimed deduction for depreciation of the subscription list of The Washington (Ind.) Times-Herald, which Donrey acquired in 1972.

The IRS contended the list did not meet the two-pronged test for whether the acquired subscription list, as an intangible asset, is depreciable: that it have a value separate and apart from "goodwill", and that it have a limited useful life, the duration of which can be ascertained with reasonable accuracy.

According to an attorney for Donrey, the IRS's position has been that no acquired subscription list for a newspaper that continued in operation could meet those criteria.

The only similar court case involved a subscription list acquired by the Houston Chronicle for a newspaper that did not continue to operate, said Daniel M. Davidson, of the Washington, D.C., law firm of Sidley & Austin. The IRS also lost that case, he said.

In the Donrey case, the jury found that the subscription list had a value separate and apart from goodwill, that its value was $599,406 (about $53 per subscriber) and that its useful life was 23 years. Donrey retained Morton Research of Washington, D.C., to assist in placing a value on the list and Urban & Associates Inc. of Sharon, Mass., to assist in determining the useful life of the list.

"What we've got now is one jury in one case," said another Donrey attorney, Lester G. Fant III, also of Sidney & Austin.

Fant said the case "could be the beginning of a trend, or it could always be an isolated case." However, he added, if the government appeals and the jury verdict is affirmed, "then it will be a very, very important case."

Newspaper financial experts applauded the decision.

"I think the decision will be welcomed by both the sellers and purchasers of newspapers having paid circulation because it refutes the IRS's stringent contention that acquired circulation is a part of goodwill," said Edward R. DeVoge, president of the International Newspaper Financial Executives.

"The U.S. District Court essentially ruled that the newspaper's circulation base is a productive asset of quantifiable value which is perishable over a time frame that can be measured," added DeVoge, vice president and treasurer of the Observer Publishing Co. in Washington, Pa.

Thomas H. Nied, director of taxation for The New York Times Co., called it "a positive development in the ongoing controversy between the IRS and taxpayers on the question of the amortization of acquired, intangible assets."

Final judgment in the case had not been entered by late July because the parties had not agreed on the amount of money due Donrey.

Donrey attorney Fant said the company should get a refund of $50,000 in taxes and interest. □

REGULATIONS

Oregon governor vetos guidelines on video terminals

Oregon Gov. Victor G. Atiyeh July 12 vetoed a bill that would have required the director of the Workers' Compensation Department to establish guidelines for the state's purchase and use of video display terminals and related equipment.

The director also would have been authorized to develop voluntary guidelines for private employers in connection with an educational program [presstime, July 1985, p. 55].

Atiyeh noted that a VDT Subcommittee of the Senate Interim Committee on Labor had done "an exhaustive study" of health and safety issues surrounding VDT usage in the workplace. "The committee could find no verifiable long-term health or safety hazards specifically connected with use of video display terminals, other than those commonly associated with many other office work situations," he said.

The governor added that the state already monitors workplace safety and health through a division of the Workers' Compensation Department. "Allowing health and safety experts flexibility in regulating workplace safety, reflecting new situations and technologies as they arise, is more effective than building into law inflexible mandates which may not prove correct," he said.

Requiring safety and health guidelines and purchasing specifications for public employers, separate from those required for the private sector, "only creates obstacles to a flexible enforcement policy," Atiyeh said. □

Health and Safety Symposium planned for October

The effects of the Occupational Safety and Health Administration's "hazard communication" standard on the newspaper business will be one of the topics at ANPA's 1985 Health and Safety Symposium Oct. 30-Nov. 1 in New Orleans. Employers must comply with all parts of the standard by May 25, 1986 [presstime, March 1985, p. 26].

Canadian health and safety issues, video display terminals, health promotion plans, working environments and disaster planning for newspapers are among the other topics to be covered.

Registration fee is $250. Forms will be mailed to ANPA-member newspapers at the end of this month.

For additional information, contact Technical Specialist Edward E. Kastenhuber of the ANPA Technical Research Department at The Newspaper Center, Reston, Va.

Dow Jones approaches Oklahoma officials on liquor ad ban

Oklahoma's ban on liquor advertising in all magazines or newspapers published in the state might jeopardize the plans of Dow Jones & Co. to build a printing plant there.

The proposed plant would produce the Southwest edition of The Wall Street Journal. Dow Jones' concern is that Oklahoma may try to enforce its liquor advertising ban on the Journal.

The company has written the attorney general's office about the concern. No official reaction had been received by late July, said Robert D. Sack, Dow Jones general counsel.

Because form and content would not be determined in the Oklahoma plant, Dow Jones is arguing that the Journal would not be published but rather "printed, at most" at the plant, Sack said.

Construction on the plant is scheduled to begin in 1987. □

ABA might study terrorism coverage

The president of the American Bar Association wants two committees on which ANPA serves to study terrorism coverage by the media. William W. Falsgraf made the statement in London in July during the ABA's annual meeting.

Falsgraf's comment followed a speech to the ABA by British Prime Minister Margaret Thatcher in which Thatcher proposed the media adopt a voluntary code of restraint in covering terrorism.

Another ABA speaker, U.S. Attorney General Edwin Meese III, also referred to the subject. At a news conference, he said the media might be asked to voluntarily delay some reports of terrorist incidents.

The two committees referred to by Falsgraf are the ABA's Special Committee on Cooperation with ANPA, which meets with representatives of ANPA in a joint task force, and the National Conference of Lawyers and Representatives of the Media, which is made up of representatives of the ABA and six media organizations, including ANPA.

Meanwhile, the Justice Department asked for, and in some cases subpoenaed, material from media firms on the June terrorist hijacking of a TWA jetliner. Reuters gave the FBI access to its file of published photos of the incident, a Reuters official said; the FBI purchased 47. □

REGULATORY NOTES

• Three newspapers that use **microwave systems** to send copy and pages to remote printing plants told the Federal Communications Commission there are currently no reasonable alternatives to transmitting on frequencies in the 12-gigahertz band.

The FCC has reassigned priority status in the 12-GHz band to direct-broadcast satellite service.

In meetings in June and July with several FCC members and staff, representatives of the Los Angeles Times, The New York Times and The Washington Post said they are encountering difficulties in obtaining equipment to allow them to move their operations to other frequencies. They asked that the 1988 deadline be extended to 1993 [presstime, May 1985, p. 47].

• The 3rd U.S. Circuit Court of Appeals has affirmed that the Occupational Safety and Health Administration's **"hazard communication" standard** pre-empts similar state laws with respect to the manufacturing sector, which includes newspapers.

According to Richard W. Neergaard, ANPA manager/environmental services, the decision is a good one for newspapers because some state laws are tougher and more sweeping than the federal standard [presstime, March 1985, p. 26].

• ANPA joined other media organizations in urging the Nuclear Regulatory Commission to reconsider a recent policy change to **allow more closed meetings.**

• ITT World Communications Inc. has asked the FCC for permission to discontinue its **radio photo service** to the Caribbean and South America at the end of this year because it is no longer "cost justifiable."

The Associated Press and Reuters have asked the FCC to delay termination. ANPA has expressed concern to ITT.

LEGISLATION

Bingo advertising issue will leave stalled legislative arena

Frustrated by Congress' inaction on legislation to lift federal restrictions on advertising of bingo and other games of chance, the Minnesota Newspaper Association has decided to challenge them in court.

According to MNA Manager Linda I. Falkman, the association will go to U.S. District Court to seek a declaratory judgment that the restrictions are unconstitutional.

Efforts to ease the restrictions through legislation stalled last year when a House subcommittee rejected a bill supported by newspaper organizations [presstime, Aug. 1984, p. 38].

"We've been waiting long enough" for Congress to act, said Falkman. "It's a stupid law and we want to change it."

To help pay legal fees, Minnesota dailies are being asked to contribute the dollar equivalent of a half page of advertising at their open rates, non-dailies the equivalent of a quarter-page. □

LEGISLATIVE NOTES

• A resolution to declare Aug. 4, 1985—the 250th anniversary of the landmark John Peter Zenger trial—as **"Press Freedom Day"** passed the House of Representatives July 11. At press time, Senate passage was said to be likely.

• The House Subcommittee on Courts, Civil Liberties and the Administration of Justice held oversight **hearings on libel law and the First Amendment** in June and July.

Another Judiciary subcommittee is expected to hold hearings this fall on a bill that would make several changes in libel law. HR 2846 is before the Subcommittee on Civil and Constitutional Rights.

• ANPA and the American Society of Newspaper Editors told the House Judiciary Subcommittee on Crime it should reconsider a provision in a **computer-crime law** passed last year because it could frustrate the Freedom of Information Act.

The provision makes it a crime for a person to gain unauthorized access to a government computer and disclose the information obtained.

The press groups are concerned about the disclosure provision.

Study finds not much difference in first-, third-class service

A test of local mail speed sponsored by ANPA showed little difference in delivery time between first- and third-class mail, even though first-class costs were more than eight times higher.

The study found that first-class pieces generally are received one day after mailing in the same city, and most of the third-class pieces are received two days after mailing.

The study was released July 8 at a dinner at Gannett Co. headquarters in Rosslyn, Va., involving newspaper executives, the Postal Service governors and top postal managers including Postmaster General Paul N. Carlin.

After a preliminary review, the Postal Service expressed skepticism about the results. In late July, USPS was continuing to examine the project in more detail, and it reserved final judgment.

ANPA said the findings confirm the Association's position that first-class rates are too high, that third-class rates are too low and that first-class in effect subsidizes third-class.

"Advertising mailers are getting gourmet service for fast-food prices, and the public is picking up the tab for the difference," said ANPA Chairman and President Richard J.V. Johnson of the Houston Chronicle.

Deputy Postmaster General Jackie A. Strange chats at dinner meeting with Johnson (left) and Edwin L. Heminger of The Courier, Findlay, Ohio.

© David Rambo

Postal Governor Ruth O. Peters shares a light moment with (from left) Geoffrey Edwards of The Journal Newspapers, Springfield, Va., and Newhouse. Behind Newhouse are Lee J. Guittar (left) of USA Today and Reg Murphy of The Baltimore Sun.

ANPA Director Donald E. Newhouse of Newhouse Newspapers, chairman of the newspaper industry's Joint Postal Task Force, said the cost differences show how a collection of children's birthday photos mailed to grandparents across town "subsidizes bulk mailers mailing advertising circulars and product samples."

If the photos weigh three ounces, the envelope in which they are contained costs 73 cents to mail first-class. Yet a direct mail firm would pay just over 8 cents to mail the same weight package via third-class.

W. Terry Maguire, ANPA vice president/general counsel, said the study proves that USPS "simply hasn't charged what it should have charged for third-class mail."

One of the results, he added, is the Postal Service's recent report of second-quarter losses of $243 million—about $200 million more than expected.

Another result, he said, is USPS's having to impose a series of cost-cutting moves. USPS spokesman Robert V. Hoobing said those include a 3.5-percent pay cut for 34 top USPS officials, the postponement of a 3.5-percent raise for 714 other employees, curbs on postal employee travel and other measures.

In the delivery speed survey, ANPA, through a public relations firm, mailed three letter-size envelopes with contents to 3,271 households in a seven-city area.

The cities, which are the hometowns of the postal governors, were Atlanta; Bangor, Maine; Canton, Ohio; Indianapolis; San Francisco; Springfield, Mo.; and the Washington, D.C., area. Mailings in the Washington area were conducted before the others as a "pre-test" of the national program.

One of the envelopes was sent first-class, one first-class presorted to the carrier route and one third-class presorted to the carrier route. The households were asked to report when they received the packages via a prepaid return card contained in each mailing. The number of returns was 1,990, for a response rate of 60 percent.

According to the response cards, 83 percent of the first-class envelopes and 65 percent of the first-class, presorted envelopes were received within a day. Nine percent of the third-class pieces had been received by that time.

By the second day, 95 percent of the first-class, 84 percent of the first-class presorted and 66 percent of the third-class pieces had been received.

By the third day, the percentage figures were, 98, 93 and 88, respectively, and by the fourth day, they were 99, 98 and 98.

"Thus, a mailer satisfied with delivery by the fourth day after mailing would have received exactly the same service by all three (kinds) of mail, except that he would have spent 8.79 times as much postage if he used first-class" rather than third-class, carrier-route presort, concluded the study, carried out by the public relations firm Ruder Finn & Rotman of

Washington, D.C. If the mailer used first-class carrier-route presort, "he would have spent 8.19 times as much postage."

Spokesman Hoobing said in late July USPS was studying the project results and there was yet no official Postal Service comment. However, several days earlier he and some other USPS staff members had made some "preliminary observations," including:

- There was "no indication that [ANPA] deposited the mail at the same time of day, and that's important." Depositing the pieces at different times of day could make a difference in when they are delivered.
- 3.28 ounces is "unusually large" for a first-class letter. In fact, the pieces were unable to be processed by USPS electronic scanning machines and other automated equipment.
- The third-class pieces seemed to be sent "the most optimum way." Usually, third-class mail "comes from at least another sectional center," and that could extend the time of delivery.

Overall, Hoobing said, postal officials got the impression that the third-class pieces "had an edge," while the first-class pieces were put at a "disadvantage."

ANPA's Maguire countered that:

- All pieces in each city were deposited at the same time, although that time may have varied from city to city.
- Most of the test pieces were mailed at approximately the same time of day.
- The weight of the first-class pieces should not matter because all are "supposed to get the same treatment" regardless of weight. "Is he saying that heavier-weight pieces don't get the same treatment as lighter-weight pieces?"
- The third-class mailings were not unlike the regular practices of many direct-mail companies.

Maguire asked rhetorically, "What did we do that a direct-mail firm would not do?"

Postal Governor Peter E. Voss of Canton, Ohio, told The Repository of Canton that the ANPA project is "a very interesting study. . . . Any time a respected group takes the time and spends the money on something like this, it will be taken very seriously by the Board of Governors." —*C. David Rambo*

NNA breaks with ANPA on 2nd-class TMC issue

As the Postal Rate Commission proceeds in the complaint Advo-System Inc. filed against newspapers' use of second-class mail for total-market-coverage programs, there has been a division within the newspaper ranks on the issue.

The National Newspaper Association went on record saying it disagrees with the practice of using second-class mail for TMC programs. It opposes ANPA's efforts to fight the Advo petition [presstime, July 1985, p. 56].

"The whole matter of expanded uses of second-class mail is under review by postal policymakers," said Jerry W. Friedheim, ANPA executive vice president and general manager. "Perhaps changes in current regulations will result. As always, ANPA feels that what postal regulations permit, newspapers should be able to do if they choose."

NNA, which represents paid weeklies and small dailies, said the practice of mailing TMC publications second-class puts in "grave danger" the postal subsidies for in-county, second-class mail—a category relied on heavily by many smaller newspapers.

"Uses of the subsidy not consistent with its intent could ensure its death," NNA said July 1 in an editorial in the association's biweekly newspaper, Publishers' Auxiliary. "That the newspaper industry would choose not to recognize this and continue practices certain to harm its more fragile brethren is disappointing."

The NNA editorial also said, "Like a young child who found the cookie jar, these papers have liked what they've tasted and are unconcerned if they leave any for anyone else."

Said ANPA's Friedheim:

" 'Subsidized cookies' is a little simplistic. Postal appropriations are being scrutinized in Congress primarily for budget-cutting, deficit-reduction reasons; and ANPA supports continuation of those appropriations. The newspaper business will do well to hang together, and as we patiently work on these things not to get frustrated and call each other names."

Law firm handling Arizona FOI hotline runs into conflict

As newspapers make increasing use of Freedom of Information hotlines operated by outside law firms, they are occasionally faced with conflicts of interest—when the firm already represents the other side.

The issue surfaced in Arizona in June when the firm retained by the state's First Amendment Coalition [presstime, April 1985, p. 23] declined to pursue an FOI request by a reporter at The Phoenix Gazette. The coalition assured its member newspapers that such conflicts had arisen in only two or three cases of the more than 400 hotline matters handled by Brown & Bain in the past three years.

The Gazette got the information in question through another firm but will retain Brown & Bain for future FOI inquiries.

Reflecting on the publicity surrounding the incident, newspaper spokesman William R. Shover called it "a tempest in a teapot. . . . Any law firm that's a good law firm is going to have client conflicts." □

Seat belt law excludes newspaper carriers

Newspaper delivery personnel are exempt from Connecticut's mandatory seat-belt law signed June 27 by Gov. William A. O'Neill.

Connecticut thus became the only one of the 13 states with seat-belt laws to exempt newspaper deliverers specifically, according to a spokeswoman for the National Highway Traffic Safety Administration. She said four other states have general delivery exclusions: Illinois, Indiana, Missouri and North Carolina.

The Connecticut exemption for a person "engaged in the delivery of newspapers" is one of only four exemptions allowed. The law takes effect Jan. 1, 1986.

The exemption was suggested by the Connecticut Daily Newspaper Association after its then-President Forrest C. Palmer, publisher of The News-Times of Danbury, learned about problems some newspapers in New York were having with that state's first-in-the-nation seat-belt law [presstime, March 1985, p. 38].

The New York State Publishers Association has been unsuccessful so far in its efforts to get an exemption, according to John D. Kutzer, executive director. □

Viewtron plans Twin Cities launch, but Boston venture is dropped

Viewtron, a consumer videotex service owned by Knight-Ridder Newspapers Inc., plans to take its first step beyond south Florida by offering service this fall in Minneapolis and St. Paul, despite a rebuff in New England.

Some expected Viewtron's first step would be not in the Twin Cities but in Boston, with Affiliated Publications Inc., which publishes The Boston Globe. However, Robert H. Phelps, director of Affiliated's Viewtron/New England project, said his company decided to close its office Aug. 1 after seeking but not getting "a long-term commitment (from Knight-Ridder) to stay in the videotex business."

Affiliated sought a commitment that Knight-Ridder would remain in the business through 1986, Phelps said. The unwillingness to give assurances indicates, he said, that "the whole videotex business has not worked out the way optimists said it would."

Affiliated is still "vitally in videotex" and is exploring alternatives, he said.

"Not going to Boston first" is "not significant in terms of the whole picture for the long-term," said Mary C. Bulterman, a Knight-Ridder spokeswoman.

As for Affiliated's request for a commitment, she said, "Since the day Viewtron was launched, we said all along . . . it is by no means definitive as to whether Viewtron is going to make it or not." That holds despite the favorable response from personal computer owners now able to use the service, she said.

Paul M. Orme, president of Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, said "between now and the fall," Viewtron will "appear in various ways in other markets."

The first of those markets now will be the Twin Cities where Knight-Ridder plans to capitalize on the spread of personal computers. In contrast to Viewtron's debut in 1983, Twin Cities residents will not need a special, "dedicated" terminal to receive the service. Viewtron will reach subscribers' computers via the packet-switching network of an unregulated subsidiary owned by a Bell regional telephone company.

Another newspaper-related pioneer in home videotex is also basing much of its expansion upon the spread of personal computers.

Times Mirror Videotex Services Inc., which operates Gateway Videotex in Orange County, Calif., announced in late June that subscribers will be able to use PCs to receive its service. Like Viewtron, Gateway initially relied solely on AT&T Sceptre terminals to allow customers to receive its service [presstime, Dec. 1984, p. 23].

To whet personal computer owners' appetite for videotex, Viewtron has given away—in introductory offers—software that makes the hookup possible. The software has been available since May.

Gateway also plans to give away software. In mid-July, Penny Jo Welsch, manager of marketing communications, said the distribution will be "in a matter of weeks."

Videotex analyst Steven B. Weissman of International Resource Development Inc., commenting on the Gateway and Viewtron pitch to PC owners, said, "It's about time. Personal computers are in place; dedicated terminals aren't."

Gateway had long planned to promote videotex access through personal computers and had been waiting for development of the necessary software, Welsch said. She declined to say how many paying customers subscribe to Gateway and how much Times Mirror has invested in the service. Times Mirror Videotex Services was created in the fall of 1980 and launched four years later.

At Viewtron, Promotion and Public Relations Manager Dan L. Smigrod said Knight-Ridder has invested about $40 million in the service. He declined to give up-to-date figures for Viewtron's subscribers but said that as of Jan. 1 it had 3,100 paying customers.

Viewtron is moving a little closer to its goal of nationwide service by joining forces with Northwestern Bell Information Technologies. The company is an unregulated subsidiary of Northwestern Bell Corp., which is owned by US West, one of the seven Bell regionals.

NBIT operates a switching network that can bunch and efficiently send videotex signals to personal computers.

The network and the favorable price for using it were mentioned as reasons why St. Paul and Minneapolis were chosen for expansion, Viewdata's Orme said.

In a statement announcing the expansion, Orme also said the area is "a good test market." He noted, "The number of personal computers is promising, and the Midwest area represents the demographic mean of the country."

Orme said personal computer owners' "favorable response . . . gave us the green light to move out of south Florida."

—Barbara J. Friedman

A-T Videotex of Tiffin, Ohio, drops user charges

Personal computers have always been key to what may be the granddaddy of home videotex services run by newspaper-owning companies.

A-T Videotex—a division of The Advertiser-Tribune of Tiffin, Ohio—uses a technical standard that does not provide the complex graphics found on Gateway or Viewtron. On the other hand, a subscriber does not need special software to get the service—only a PC and a modem.

But A-T Videotex, which has operated since Feb. 1, 1982, has never been profitable, so it is trying a new approach to pricing.

On July 22, subscribers began getting the service free. About 100 subscribers had been paying a flat monthly fee of $8, said Sherry L. Skufca, A-T Videotex manager/editor.

Skufca said the goal for now is to "learn all we can" from operating a free service before resuming revenue-producing efforts.

A-T Videotex currently does not carry advertising.

Besides dropping the fee, the service reorganized its format to offer "more specific" information, she said. The service will also be available at public-access sites. To date, Skufca estimated the company has invested under $250,000 in the videotex project.

NTIA says information service ban should be lifted for regionals

Competition and the public would be better served by freeing the Bell regional companies to enter new businesses, according to a Department of Commerce agency.

Those businesses should include selling information services, said the report released July 17 by the department's National Telecommunications Information Administration, or NTIA.

The conclusion takes aim at a key part of the consent decree that has shaped the breakup of AT&T, including the formation of the seven Bell regional telephone companies. The decree clamped a provisional ban on the regionals' involvement in information services, and NTIA recommended eliminating that prohibition.

But NTIA recommended leaving some fetters on the regionals, at least for now. Electronic publishing, a subset of information services, should stay off-limits through a ban "comparable both in scope and duration" to the ban on AT&T. The report noted that the ban on AT&T's engaging in electronic publishing over its own lines is scheduled to end in 1989.

In sketching implications of barring the regionals from the broader information-services business, NTIA noted, "The clearest effect of this prohibition, in too many instances, is to deny the public choices which otherwise would be available."

Also, the prohibition places the regionals at a "distinct disadvantage" in competition with carriers such as AT&T and MCI that can offer customers "'one-stop shopping for a diversity of services," the agency said.

In another section of the 193-page report, NTIA noted that while several groups are working to develop standards for digital telephone networks, no organization has clearly assumed "responsibility for the important task of ensuring end-to-end integrity of all services and equipment." ANPA is one of the groups that has pushed for development of standards for digital networks that will allow electronic publishers to send economically information over long distance and local telephone lines.

ANPA was one of 62 groups and individuals filing comments during NTIA hearings on telecommunications issues conducted before the report was written.

Robert Pepper, director of the study, said the report was designed for NTIA's "own policy-making purposes." But he said requests for copies have come from the Federal Communications Commission, the Department of Justice, congressional offices, industry groups and regulatory agencies in 50 states. □

Judge Greene gets request for print-media waiver

The Justice Department has given a favorable recommendation to one regional telephone company's request for permission to enter the print media business and is considering another.

Southwestern Bell Corp.'s request for a waiver from a provision of the 1982 consent decree that broke up AT&T received the department's nod July 12 and now goes to U.S. District Judge Harold H. Greene, who has the final say. Earlier Greene approved a similar request from another regional, Pacific Telesis [presstime, July 1985, p. 14].

The latest waiver request before the Justice Department is from NYNEX. Its July 1 application includes a broad definition of print, specifically excluding general-interest newspapers but including trade and professional newsletters.

The Association of Business Publishers has filed comments opposing the NYNEX request.

In its application, NYNEX said its proposed new venture could compete with Dow Jones & Co., The Dun and Bradstreet Corp., and Capital Cities Communications Inc. □

Appeals court strikes down 'must carry' rules

A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, has struck down a Federal Communications Commission rule that required cable operators to carry every local broadcast station in their area.

The judicial panel ruled unanimously July 19 that the 20-year-old "must-carry" rules "are insufficiently tailored to justify their substantial interference with First Amendment rights."

Michael S. Schooler, deputy general counsel for the National Cable Television Association, said the court applied a "strict First Amendment standard" to cable. The same standard applies to print media and assures that, except in the rarest situations, they are "immune to content regulation," Schooler said.

At the least, he said, the appeals court ruling—if it stands—means less future regulation of cable programs and "casts in serious doubt the constitutionality of any government intrusion on the editorial discretion of cable operators."

The decision came in two cases that were consolidated by the court: Quincy Cable TV Inc. v. Federal Communications Commission, and Turner Broadcasting System Inc. v. FCC.

The National Association of Broadcasters, which represents the broadcast industry and was an intervenor in the case, was critical of the decision and has decided to appeal.

A spokesman said the group also will seek to change federal copyright laws so as to require cable operators to pay for broadcast signals they transmit. □

TELECOMMUNICATIONS NOTES

• X•Press Information Services, **an electronic system that hopes to include feeds from local newspapers,** began test marketing in Boulder, Colo., July 8. The service plans to begin testing in Buffalo early this month.

X•Press is a partnership owned equally by cable-TV operator Tele-Communications Inc., magazine and book publisher McGraw-Hill Inc. and Telecrafter Corp., a cable services company [presstime, April 1985, p. 38].

• Chronicle Videotex, owned by Chronicle Publishing Co. of San Francisco, is installing **public access videotex** terminals at Bay Area Rapid Transit stations.

By late July, 156 Teleguide terminals had been installed throughout the Bay Area, including eight of the 36 units that will be installed at nine BART locations [presstime, Aug. 1984, p. 11].

• Registration is still open for the **ANPA telecommunications workshop, "Connections"** Aug. 15-16 at the Westin O'Hare, Chicago.

The workshop is designed to help newspaper executives take advantage of growing telecommunications resources while controlling telecommunications costs. For more information, contact the ANPA Telecommunications Department.

'Landmark' syndicated study released

With the release in mid-July of the largest syndicated study ever conducted of newspaper readership, Simmons-Scarborough Research Associates presented data many newspapers consider critical to boosting their meager share of national advertising.

The 1985 Newspaper Ratings Study marks the first time one firm surveyed all of the top 50 markets in such detail, including information on more than two-thirds of the nation's households and population and 70 percent of retail sales.

Advertising agencies have insisted for years that newspapers are often left out of national advertising campaigns because they do not provide a single source of data comparable to what is supplied by competing media.

Larry Burkhart

Gerald T. Silvers

"It's the one way positively we can prove to the advertisers of America we can outperform radio and television," said Larry Burkhart, chairman of the Research Committee of the International Newspaper Advertising and Marketing Executives, which along with the Newspaper Research Council spearheaded the drive to convince newspapers to cooperate in syndicated research.

More than 80 advertising agencies subscribed in advance to the 1985 study, and more are expected to sign on as they see how the data are used, said John Polich, president of Simmons-Scarborough Research Associates.

Calling it a "landmark study," Gerald T. Silvers, research director of The Cincinnati Enquirer and chairman of the NRC-INAME task force that developed the guidelines and monitored the project, said Simmons-Scarborough would be used primarily by advertising representative firms and national advertising departments to persuade national advertisers to spend more money with newspapers.

In addition, newspaper associations such as INAME will launch a major effort to reach agency planners at the "account supervisor level" said Burkhart, who is director of marketing at The Orange County (Calif.) Register.

The Newspaper Advertising Sales Association will continue to play a "key role" in promoting the study, said NASA's current president, William B. Shannon. As they did last year, members of local NASA chapters will probably be contacting the top advertisers in their regions, said Shannon, who is president of Gannett Advertising Sales [presstime, April 1984, p. 54].

The cost of the $2 million-plus study averaged about $19,000 for each of the more than 130 participating newspapers, said Polich.

The first cooperative effort, released in 1983, was the work of Simmons Market Research Bureau and Scarborough Research Corp. Last year, they formed a single firm to conduct the 1985 and subsequent newspaper audience studies, but the two will continue as separate companies for other types of research.

As with the previous studies, subscribing newspapers and agencies will have online access to the data through time-sharing companies—Interactive Management Systems, Management Science Associates, Telmar and Windsor Systems.

Clients will receive a 2,500-page volume reporting demographics in the areas measured, and individual newspapers will get more details on their local markets.

In addition to demographics, the study includes national marketing data on key advertising categories: new car purchases, domestic air travel, movie attendance, supermarket expenditures, cable television, home computers, tobacco use and consumption of alcoholic beverages.

The 1985 study includes the top 50 markets (Areas of Dominant Influence, or ADIs) plus six others where newspapers paid to participate: Albany-Schenectady-Troy, N.Y.; Little Rock, Ark.; Wichita, Kan.; Des Moines; Rochester; and Columbia, S.C.

—*Marcia Ruth*

Promotion test postponed for newspaper coupons on day of publication

A planned test of the impact of same-day promotion of coupons, originally set for the spring, has been postponed until the fall.

Proposed by the Newspaper Advertising Bureau, the test is designed to determine whether promotion of cents-off coupons on the same day they are included in newspapers will have a significant impact on newspaper circulation, product sales, coupon redemption and misredemption [presstime, March 1985, p. 46].

Same-day promotion is currently prohibited by the Audit Bureau of Circulations largely because of advertisers' fears it will increase coupon fraud.

For the test, NAB originally selected newspapers in cities with similar market size and newspaper coverage—Louisville, Raleigh, N.C., Orlando and Jacksonville, Fla. The delay is caused by difficulties the bureau has encountered in finding a supermarket willing to cooperate with the survey. □

NAB proposes TV

The Newspaper Advertising Bureau, in an effort to boost cable-TV advertising in newspapers, is urging newspapers to consider standardizing ad sizes in their television listings.

But many editors, noting that standardizing ad sizes would require standardizing formats, were lukewarm to the idea.

Charles M. Kinsolving Jr., NAB vice president of marketing/new technology, said advertising from the growing cable industry currently is "negligible," but he estimated that $125 million is a "reasonable" figure newspapers could expect "for purely cable advertising we don't get now," and that this figure "could be more as cable grows in market share at the expense of network channels."

Kinsolving said advertising by cable systems is inhibited by lack of standardization in the size and format of cable listings.

Daily and Sunday newspaper listings vary widely throughout the country. Some are in the form of "running logs," which list television programs in order

Advertising by professionals: Its time has come

BY CRAIG C. STANDEN

Opinions differ on whether doctors, lawyers and other professionals should advertise.

Recently Chief Justice Warren E. Burger told the convention of the American Bar Association, "My advice to the public is never, never, never, under any circumstances, engage the services of a lawyer who advertises."

But Burger's words seem to be the minority opinion today, and advertising by lawyers and other professionals is growing rapidly. It seems to be one of those ideas whose time has come.

In fact, the major professional associations—ABA, American Dental Association, American Medical Association and American Institute of Certified Public Accountants—specifically allow their members to advertise. They offer advertising guidelines that clearly define what kind of advertising is considered acceptable.

Standen is president of the Newspaper Advertising Bureau in New York City.

To help newspapers get the most out of this new and potentially very profitable kind of advertising, the bureau has just published four "Why, How and Where" guides for advertising by accountants, dentists, lawyers and physicians.

These 12-page guides are designed to be given to potential professional advertisers to help them prepare advertising that not only brings in business but also enhances their reputations. Of course, the materials also are designed to help them select newspapers as their advertising medium.

Each guide begins by pointing out that professional advertising can be a valuable public service by supplying needed information that helps consumers make important decisions and by encouraging people who may not realize they need a professional's services or know how to go about obtaining them. There's also a reminder that advertising strengthens the professional's position in today's increasingly competitive market.

Each booklet goes on to list the advertising guidelines set forth by the particular professional association. Each one also covers the most important factors and the rules to follow in creating effective advertising, including the information that readers want most to get from such advertising. Included in the guides are four sample ads that illustrate sound advertising practice.

The guides conclude with a section on media selection, which tells the professional how and why the daily newspaper is the most effective medium for his or her message. Some of those reasons:

- "Newspapers, as an information medium, give you the serious setting that ideally suits the professionalism you want to project and the information you need to convey to readers."
- "Newspaper readers believe the advertising they read in newspapers, more so than in any other medium."
- "Newspapers give you the time and space to tell your entire story."
- "The daily newspaper and its readers share a special relationship that can't be measured in numbers."
- "Newspapers let you reach your best prospects at a cost far less than through other media."

NAB includes this ad in its booklet for lawyers.

Copies of each of the four booklets were sent to NAB-member newspapers recently.

I hope you will look them over carefully and will want to use them as part of a sales campaign at your newspaper. Additional copies can be ordered from the bureau's Promotion Department. □

listing standards to boost ad revenues

by time of day. Others provide a variety of "grids" that highlight particular channels, viewing times and subjects. Few newspapers list all cable stations, primarily because there are so many. Some papers target listings of local channels to zoned editions where particular cable stations are strong [presstime, June 1984, p. 6].

NAB is working with the Cabletelevision Advertising Bureau to find ways to make newspapers more attractive to advertising by cable systems.

To gather more information, Kinsolving said questionnaires on cable-listing practices were mailed to 150 newspapers in July. CAB President Robert Alter said the two groups are also "collecting examples of good and bad listings to see what elements [they] have in common."

Noting that "it took five years" to develop and implement the voluntary Standard Advertising Unit system, Kinsolving said a coordinated effort on the cable-listing matter should begin now. After the initial research by CAB and NAB, other groups should work together with them, he said. These should include representatives from newspapers as well as cable companies and cable program syndicators.

TV section editors' initial reactions to the plan were not enthusiastic.

"In theory, standardization is probably a good idea," said Thomas E. Wark, associate managing editor/features of The Philadelphia Inquirer, who supervised revision of its TV section and is considering further refinements. "But to get agreement of our paper and any other metropolitan paper might be impossible at this juncture, let alone industry-wide."

"The only thing I don't like is it [standard sizing] is not flexible. Each market has its own needs," said Gayle L. Discoe, editor of The Denver Post's new TV/Cable Week. So successful was this paper's design that United Cable of Colorado abandoned its own program mailout earlier this year and adopted the Post's version, immediately boosting the Post's Sunday circulation by about 65,000. [See story, p. 45.] —*Marcia Ruth*

Newsrack rule problems persist

Newsracks—often a source of contention between newspapers and local governments—continue to be the target of regulatory activity in several U.S. cities.

Most recent actions have been in Salt Lake City, San Francisco, the Hennepin County suburbs surrounding Minneapolis, Princeton, N.J., and Cleveland.

Similar concerns over newsrack regulation have popped up in at least one Canadian city—St. John's, Newfoundland.

The legal scuffling over newsracks—a trend that dates back 20 years [presstime, May 1983, p. 46]– is kept alive in part by the growing importance of single-copy sales and the subsequent proliferation of the sidewalk racks.

In Salt Lake City, The Salt Lake Tribune and Deseret News plan to file suit to block a newsrack ordinance passed Feb. 5. The ordinance is "far too restrictive," said Wallace M. Curry, circulation director of the Newspaper Agency Corp., which performs circulation and other non-editorial functions of the newspapers' joint operating arrangement.

The ordinance in question regulates the weight, color, size and number of newsracks per location and requires owners to pay a registration fee of $5 per rack. The city recently made its first move at enforcing the ordinance by sending newsrack registration forms to publishers, Curry said.

Edward J. McDonough, a lawyer representing the agency, said in mid-July that the Salt Lake City newspapers anticipate filing suit relatively soon. It is not yet certain whether the distributing agents of other papers such as The Wall Street Journal and USA Today will join as plaintiffs.

In San Francisco, newspaper and city officials have a history of voluntarily working together, but in July the city made that cooperation mandatory.

Its Board of Supervisors approved an ordinance that establishes a committee with regulatory authority over newsracks. The committee is to be composed of representatives from newspapers and city government, as was a voluntary newsrack committee formed in 1982.

The ordinance calls on newspapers to follow guidelines that will be established by the new committee. While approving the ordinance in July, the supervisors rejected another proposal that would have been more restrictive in terms of numbers and location of racks.

In the Minneapolis area, virtually every adjacent suburb has recently considered passing newsrack ordinances, but all have refrained, according to Patricia A. Hirl, associate general counsel for the Minneapolis Star and Tribune.

"We [Star and Tribune representatives] go to the suburbs and negotiate," said Hirl, adding that many suburban officials initially proposed eliminating all newsracks. Often, the suburbs are interested in regulating color. "We tell them that regulations for aesthetics could have constitutional problems," said Hirl. So far, any rules in the suburbs have taken the form of "mutual agreements" that control safety concerns such as location.

In Princeton, N.J., city officials last spring confiscated a half-dozen newsracks that had been placed on the streets without securing written permission from the city.

One rack of the weekly The Princeton Packet, four of USA Today and one of The New York Times were seized. The papers subsequently applied for and received permission to place the racks. The Packet and USA Today redeemed theirs after paying a $5-a-day charge per rack to the city. The Times had not redeemed its rack by mid-July.

In Cleveland, the mayor in July vetoed an ordinance passed by the city council that would require all owners of newsracks to pay a $50 charge per year for each machine. Newspapers have been paying a flat $50 fee for all their racks every three years, according to Robert W. Thrasher, circulation director for The Plain Dealer. The fee is the only regulation on newsracks in Cleveland, he said.

In St. John's, a lack of communication in city hall resulted in a City Council motion that forced the temporary removal of 125 boxes of The Globe and Mail of Toronto from city sidewalks.

The Globe and Mail, Canada's only national newspaper, is the only newspaper using newsracks in St. John's and had already paid the licensing fee of $10 per box, according to Miklos A. Brem, national circulation manager. The mayor's office had granted the required vendor's license, but the City Council was not consulted, which led to the mix-up. The situation was resolved within a week after the April 1 removal, and the boxes were returned to the streets. —*Miriam Arichea*

Arichea, a Duke University senior, is interning at presstime *this summer.*

Clout Street **By Tribs & Locher**

CLOUT St.
THIS IS MARTIN HAIRHATT. I AM STANDING ON CLOUT STREET WHERE THERE ARE NOW NO NEWSPAPER VENDING RACKS, THANKS TO THE ORDER BY THE MAYOR...
TRIBS
WHICH MEANS THE FORMER READERS OF THOSE NEWSPAPERS NOW HAVE TO GET ALL THEIR NEWS FROM TELEVISION.
THIS IS MARTIN HAIRHATT, MORE EXCLUSIVE THAN EVER!
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Newspaper/cable-TV agreement in Denver is tentatively approved

Circulation-producing deals between cable television companies and newspapers appear to have a future, but the shape remains unclear.

David Keil, president and managing director of the Audit Bureau of Circulations, said circulation sold through an agreement with a cable company "will be allowed." However, qualifications to the policy "have not been clarified," he added.

A policy statement being drafted by ABC staff will make those qualifications clear, Keil said. "We anticipate endorsement by the board (of ABC directors) at the August meeting," he said, with the policy taking effect with the six-month reporting period starting Oct. 1.

In June, the ABC board considered an earlier staff decision to count as paid circulation about 65,000 households that automatically get the Sunday edition of The Denver Post as part of their subscription to the local cable system, United Cable Television of Colorado Inc. [presstime, July 1985, p. 64]. At the meeting, the Rocky Mountain News, the Post's Denver rival, protested the decision.

According to a letter subsequently sent to the Post and News, the board is letting the staff decision stand for now, but it indicated the ABC policy being drafted should contain two provisions:

- The subscriber "must pay a clearly identified price that qualifies" under an ABC rule as at least half the regular single-copy or subscription price.
- "The subscriber must take affirmative action in ordering a subscription."

In Denver, the News and Post differ over whether United Cable subscribers now take affirmative action in ordering the newspaper.

"The big question now is what affirmative action should be," said William W. Fletcher, the News' president. A situation in which a failure to say no "means yes" is "totally unacceptable," he said, adding that the News also objects to the present arrangement under which a cable customer pays the same bill even after dropping the Sunday Post.

Fletcher said the News also believes that ABC, by counting the extra Post circulation for this reporting period, "just cut the baby in half. It's either right or it's wrong. If it's wrong, it shouldn't count."

Not surprisingly, the Post views the matter differently.

Cable subscribers sign an agreement that specifically notes home delivery of the cable guide in the Sunday Post is an included service, said Thomas G. Clancy, Post vice president for advertising. When subscribers sign, they are taking the "kind of affirmative action that ABC wants," he said. □

Distributors settle after antitrust investigation

Six newspaper and magazine wholesale distributors in Connecticut have agreed to pay the state $80,000 as part of settlement in an antitrust investigation.

Connecticut Attorney General Joseph I. Lieberman said the distributors have agreed not to "split up the state into territories in which they can act as monopolies."

They also have agreed to provide Lieberman's office "detailed information on routes and customer lists" for the next five years.

"This will enable us to monitor the system," the attorney general said, "and if we detect any potential antitrust problems, we will be free to institute appropriate legal action at any time."

The settlement concludes an investigation begun in 1982 into charges that virtually all distribution of newspapers and magazines in the state was divided by territory.

Wholesalers allegedly exercised exclusive control in their markets.

Lieberman said that after the investigation began into the newspaper distribution business, "boundary lines among the 'territories' established by the wholesalers began to blur. The wholesalers cooperated with our investigation and took steps to resolve problems in line with Connecticut antitrust law." □

Carrier safety book

The International Circulation Managers Association has compiled into a booklet various newspapers' flyers and handbooks on carrier safety. It is free to ICMA members. Others may contact ICMA, P.O. Box 17420, Washington Dulles International Airport, Washington, D.C. 20041; (703) 620-9555.

Equipment for sale

Kansa 320 newspaper stuffer. Four-station, approximately 10,000 per hour. Great price. Contact B. J. Tomaso or Tom Sawyer, Milford Daily News, 44 Main St., Milford, Mass. 02038; (617) 437-1111.

Custom Bilt Machinery numbering device for high-speed web. Installed on Goss Urbanite. Up to 50,000 IPH. Will number each product in any position on page. Price $8,000 F.O.B. our dock. Contact Fred McAnally, Sentinel-Record, 300 Spring St., Hot Springs, Ark. 71901; (501) 623-7711.

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6291.

Harris 2200 system. Includes two controllers, three channels each, and four work stations. Available Sept. 1985. Best offer. Contact Steve Cavrich (717) 255-8233, Fred Stickel 255-8405 or Gerry Wiest 255-8270 at The Patriot-News Co., 812 Market St., Harrisburg, Pa. 17105.

Equipment wanted

The World Press Freedom Committee seeks used or reconditioned equipment for newspapers in developing nations. There is an urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met. Requests are from The Voice in Grenada—typesetting equipment; and from The New Chronicle in Dominica—typesetting equipment, a Heidelberg KORD 62 press, a headliner and a nuArc press camera. Equipment contributions qualify as tax deductions. Contact George Beebe, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 376-3860 or 751-8910.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Guild casts negative eye on practice of 'telecommuting'

The Newspaper Guild has taken a dim view of the growing phenomenon of telecommuting—working on a home computer that is linked to the system at the individual's office.

Concerned with the possible erosion of work in the union's jurisdiction, Guild locals were urged at the union's recent annual convention to monitor closely the increasing role of off-site personal computers in newspaper operations.

"Locals shall seek full information regarding employee use of personal or remote computers in the service of the employer and the use of or tie-in with the employer's computers by free-lancers, news sources, advertisers and the like," the convention said in adding new language to the union's bargaining goals.

The 226 delegates and five alternates from 62 locals in the United States, Canada and Puerto Rico took note of a report that the use of computers furnished by employers for work at home is on the rise. The officers' report to the convention asserted that no employee "can be required" to turn his or her residence into an adjunct office of the employer. "No employee may be penalized for refusing to work from the employee's residence," the report said.

The collective bargaining committee called on locals "to press for job protection" in labor agreements, "including protection against contracting out work and protection against bargaining-unit work being performed by employees excluded from the contract or bargaining-unit work in any way being eroded as a result of the use of remote computers."

The Guild's newly expressed interest in personal computers coincides with its stepped up campaign questioning the safety of video display terminals used in newspaper offices.

A report to the convention by the union's Safety and Health Committee said that "the drive for state (safety and health) standards continues to spread farther afield despite high hurdles erected by a stubborn, ever-present lobby of VDT manufacturers and management representatives."

The report also said: "Despite growing recognition of the importance of VDT safety and health measures, Guild locals continued to encounter widespread management resistance to new contract provisions."

The committee noted that only 14 of the 212 Guild contracts, 135 of which are newspaper agreements, provide for rest breaks for VDT operators, "and most of these provisions are less than adequate."

In another area, the convention called for congressional action to limit the portion of the market "any single media company can control." The resolution was adopted after Guild President Charles A. Perlik Jr. urged delegates to "undertake a serious effort to put this issue on the congressional agenda."

"Monopoly has become the name of the local newspaper game in all but a handful of cities," Perlik said. "We had damn well better not let it become a national pastime."

Perlik was re-elected to his ninth two-year term during the June 24-28 convention in Pittsburgh. He was unopposed for the term that begins Oct. 15. Secretary-Treasurer Charles Dale, also unopposed, was re-elected to his fourth term.

In another action, the convention endorsed and sent to membership referendum a proposal that would increase the union's strike benefits from $100 to $125 a week effective July 1, 1986, plus weekly increments of $5 at both the fifth and 13th benefit payments.

"Strikes may not be as frequent as they have been in the past," Perlik said in his address, "but they are likely to be longer and harder against the dehumanized newspaper. Our defense fund had better be ready, and our strike benefits beefed up, to withstand the battles of attrition that may be thrust upon us."

The membership will also be asked to approve an increase in local minimum dues from 5 percent of a week's pay per month plus $1.50 to a straight 6 percent, and an increase in the per capita tax to the international from 1.65 percent plus $1.35 to a flat 1.939 percent.

The convention increased the defense fund ceiling by $1 million, to $6 million. Members pay reduced dues whenever the defense fund reaches its upper limit, and higher, or "full regular," dues whenever the fund falls below $4.5 million. The increase in the ceiling means that members will pay higher dues for a longer period. At the time of the convention, liquid assets in the defense fund were below the trigger point of $4.5 million.

Perlik called on the delegates to let publishers know the Guild "is tough if not rough, lean if not mean, and ready to spread into more and more of the non-union citadels that treat their employees with meanness, arrogance and contempt."

He noted that Guild membership "has crept up over 33,000 again for the first time in four years, and our special organizing campaign is in full swing" [presstime,

The Guild Reporter

Pittsburgh Guild President Ed Bell welcomes delegates to opening convention session as (from left) Perlik, Pittsburgh Mayor Richard S. Caliguiri, Guild International Chairperson Harry S. Culver and Guild Secretary-Treasurer Charles Dale listen.

Aug. 1984, p. 48]. A committee report noted that the average top minimum for reporters in Guild contracts climbed to $547.66 per week as of April 1, and that beginning reporters' average starting salary rose to $347.37 weekly.

While "merger fever" may be gripping the news industry, Perlik said, "unfortunately the industry's unions haven't yet caught it. After a decade of looking to merger as our prime hope of moving ahead, we have to face the hard fact that, for the foreseeable future, at least, we are going to have to be dependent on our own resources."

A cost-cutting measure that would have saved the union and its locals an estimated $200,000 a year was defeated. That was a recommendation by the officers to hold conventions every other year instead of annually.

Another measure aimed at saving money did pass. The convention authorized the international executive board and officers to proceed with a search for and acquisition of a new headquarters building in, "or reasonably near," Washington, D.C. The union currently leases space in a downtown Washington building and is faced with rising rent.

Other issues considered by the 52nd annual convention ranged from freedom of information to smoking on the job.

On freedom of information, the Guild warned that new attempts to chip away the Freedom of Information Act are under way in the U.S. Senate. It urged rejection of bills sponsored by Sens. Orrin G. Hatch (R-Utah) and Jeremiah A. Denton Jr. (R-Ala.) [presstime, June 1985, p. 55].

The subject of banning smoking on the job triggered a floor debate, with the convention finally recommending that local unions "investigate environmental problems associated with smoking and seek management action, where necessary, to combat them by such measures as rearranged seating, air ionizers and improved air circulation without resorting to outright bans on smoking."

The Guild also:

- Condemned administration proposals to tax employee benefits
- Called on President Reagan to "terminate" the White House News Service
- Supported a bill introduced by Rep. Patricia Schroeder (D-Colo.) titled the Parental and Disability Leave Act of 1985, which would, among other things, provide a minimum of 18 weeks' leave for an employee who decided to stay home to care for a newborn, newly adopted or seriously ill child, with a guaranteed reinstatement to the same job.

—Clark Newsom

Chicago Tribune publishes during walkout by three unions

A strike by three union locals representing about 1,000 production workers at the Chicago Tribune did not stop the seventh largest U.S. daily newspaper from publication and distribution.

The Tribune is being delivered by a local of the Teamsters, an international union that is seeking to merge with the International Typographical Union, one of the two striking unions at the Tribune. As the strike began, ITU members nationwide were voting on the merger. (Deadline for the return of ballots is Aug. 21.)

Members of Teamsters Local 706 of Chicago crossed the picket lines thrown up by the striking ITU and Graphic Communications International Union because their contract contains a clause prohibiting sympathy strikes. If they had observed the picket lines, the Teamsters could face stiff legal penalties.

Labor specialists speculate that the picket-line crossing by the Teamsters will have minimal impact on the merger vote. ANPA Manager/Labor Relations Charles Cole noted that the ballots were mailed to ITU members 10 days before the strike began and that a large number of ballots were cast early in the voting period.

The walkout at the Tribune, which started July 18 at 8 p.m., was continuing in late July.

It involves two locals of the ITU—Typographical Union No. 16, representing some 250 printers, and Mailers' Union No. 2, representing about 400 mailers; and a local of the GCIU—Web Printing Pressmen's Union No. 7, bargaining agent for about 350 pressmen at the paper. The typographical union's labor agreement expired Jan. 14, 1983, the mailers' agreement July 14, 1984, and the pressmen's agreement April 3, 1985.

Members of four other unions representing machinists, auto mechanics, photoengravers and paper handlers also crossed the picket lines and reported for work, according to Tribune spokeswoman Ruthellyn Roguski.

The Tribune was being printed with the help of supervisory personnel. The company began sending letters to the strikers July 19 warning that it would hire permanent replacements for those who fail to return to work. "Obviously, we need replacements," Roguski said.

The news section of the Tribune's July 19 edition was reduced from 42 to 24 pages, but the paper had returned to "virtually normal" size by July 22, Roguski said. The newsroom at the Tribune is non-union.

A meeting with the pressmen's union, scheduled before the strike, was held July 22. Meetings with the typographical union were scheduled for July 24-25, and another meeting with the pressmen was set for July 26.

At issue in the dispute with the typographical union is the company's insistence on the right to transfer printers to other production jobs as their current tasks become obsolete. Under a 1975 agreement, the Tribune guaranteed lifetime jobs for the printers in return for the right to introduce new technology. The mailers and pressmen have opposed the company's demand for the right to transfer employees because they do not want their jurisdictions invaded by members of another local.

Chicago Sun-Times/Barry Jarvinen

Tribune delivery truck crosses picket line.

The strike began 10 days after union leaders had "stopped the clock" on a July 8 strike deadline. It marks the first newspaper walkout in Chicago since 1947, when the ITU began a strike that lasted 22 months.

The Chicago Sun-Times was not affected by the strike.

The strike at the 775,664-circulation, all-day Tribune is the first extended walkout in 1985 at a North American daily newspaper. Earlier this year, there were brief strikes at The Philadelphia Inquirer and the Atlantic City (N.J.) Press [presstime, May 1985, p. 74]. □

U.S. Supreme Court rules in two labor-related cases. See stories, pp. 34, 35.

Newspaper must grant leave for union organizing activity

An arbitrator has found that a leave-of-absence provision in a newspaper labor agreement requires the company to grant unpaid leaves to union officials for organizing and negotiating activities at other papers within the union's territorial jurisdiction.

Arbitrator Thomas J. Maroney found the Albany (N.Y.) Times Union and Knickerbocker News had violated the agreement with Local 34 of The Newspaper Guild when they denied Thomas D. LaPoint's requests for leave on Sept. 15 and 23, 1984. The requests were denied because of "an unacceptable staffing situation."

LaPoint, a photographer, is the local union's president. He was participating in negotiations for an initial labor agreement with The Post-Star of Glens Falls, N.Y., at the time.

The Albany agreement states that in the event an employee is elected or appointed to any Guild office, such employee "shall be given" a leave upon request. Employees on "Guild leave" are paid by the union for "lost time."

The company contended that the leave provision was not intended to cover isolated one-day absences to engage in union activity at another newspaper. The purpose of the provision was to provide time off for individuals holding Guild office to attend union conventions or to engage in other "national union activities," the company argued.

According to the union, the only limitations on the Guild leave provision, as stated in the labor agreement, were that no more than three employees could be on leave at the same time and that an employee on leave could not engage in other gainful employment. It noted that leaves had been taken in the past for organizing activities at the Glens Falls newspaper.

Arbitrator Maroney agreed with the union that "an unacceptable staffing situation" could not justify a violation of the agreement. "Those staffing concerns, legitimate and substantial as they may be, cannot override the mandatory language of the Guild leave provision, which states that such leave 'shall be given' when requested for activities within its scope, such as the bargaining preparation the grievant proposed to do on Sept. 15 and 23, 1984," he said. □

Additional arbitration awards

Boston Globe, GCIU: Milton J. Nadworny upheld the company's position in a dispute over sick leave.

New York Daily News, Guild: Daniel G. Collins found that the duties of a stock clerk did not require that he be reclassified as head stock clerk.

Pekin (Ill.) Daily Times, ITU: Martin Wagner ru... that the layoff of a composing room employee did not result from "electronic/computers," which would have entitled him to $18,000 severance pay.

Philadelphia Inquirer and Daily News, Guild: Lewis M. Gill sustained the discharge of an outside advertising salesman for unsatisfactory job performance.

Philadelphia Inquirer and Daily News, Teamsters: Eli Rock converted to an 11-month disciplinary suspension the discharge of a truck driver for failing to report an accident.

Philadelphia Inquirer and Daily News, Teamsters: Thomas J. Ryan sustained the discharge of a truck driver for violating the company's check-cashing policy.

San Jose (Calif.) Mercury News, GCIU: Patrick J. Boner converted to a six-month disciplinary suspension the discharge of a pressroom utility worker for being insubordinate to foremen.

Sioux City (Iowa) Journal, ITU: Anthony V. Sinicropi ruled that the company properly assigned the work of producing computer-generated mailing lists to circulation department employees rather than mailers.

Vancouver (British Columbia) Province and Sun, Guild: Donald R. Munroe found that the company properly denied the grievant's claim for supplemental maternity benefits.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Wall Street Journal upheld in discharge of 12-year reporter

The Wall Street Journal had adequate reasons to discharge a long-term reporter for incompetency, Arbitrator Jesse Simons ruled after 24 days of hearings.

The 83-page decision affirmed management's right to set journalistic standards and to change those standards when deemed necessary. Simons also refused to find any implied "tenure" rights of employees absent specific tenure language in the labor agreement.

The grievant had worked for the Journal since 1971 and was last employed in the Boston bureau. She was fired in July 1983.

The Independent Association of Publishers' Employees' Inc., bargaining representative of the Journal's newsroom employees, contended that the reporter's problems stemmed from the arrival of a new bureau chief in late 1981. Simons, however, found the bureau chief had been "fair" to the grievant.

Simons noted that the Journal had changed its format and increased its number of pages since 1980, with greater efforts being required of reporters in terms of both quality and quantity. He rejected the union's contention that the reporter should have been allowed to continue working in a manner that at one time had been regarded as satisfactory.

The union also argued that the reporter, through her long service, had gained a kind of tenure, comparable to academic tenure at a university, and could be fired only for such reasons as fabrication or fraud, improper use of confidential information or deliberate misquotation.

Simons noted that there was nothing in the labor agreement providing tenure to reporters. A tenure provision may not be implied, he said, but "must be set forth on the face of the document."

The labor agreement did say that "incompetence" was "just and sufficient cause" for discharge. The arbitrator said incompetence "cannot be read to mean anything but a failure to adhere to the standards of quality and quantity reasonably established and applied by the employer." The term does not have a different meaning for long-service employees than it has for employees with comparatively less service, he said.

"In summary," Simons said, "I find that The Wall Street Journal had the right to, and did establish standards for its reporting staff and that these standards were made known to grievant." □

Merged unions' role upheld

The Cincinnati Enquirer violated the Taft-Hartley Act when it refused to recognize a merged union as representative of a bargaining unit of paper handlers, press wipers and janitors, an NLRB administrative law judge recently found. The company did not appeal the ruling.

In 1984, two Cincinnati locals of the Graphic Communications International Union merged. Previously, one represented pressmen and the other was the bargaining agent for the paper handlers, press wipers and janitors.

The company had based its withdrawal of recognition on grounds that a majority of the employees other than pressmen allegedly had signed a petition indicating they no longer wished to be represented by the union.

Judge Arline Pacht found, however, that the petition was "a meaningless and ambiguous document." She said it did not constitute objective proof sufficient to rebut a presumption that the union, with an extensive history in the plant, had lost the support of the majority of the employees in the bargaining unit.

Pacht ordered the company to bargain with the union.

(The Cincinnati Enquirer Inc. and Cincinnati Newspaper Union No. 20M and Paper Handlers Local No. 19, [D-171-85) □

Mercury News bureau reporters covered by union

Reporters in the Los Angeles and Seattle news bureaus of the San Jose (Calif.) Mercury News are now covered by the labor agreement between the company and Local 198 of The Newspaper Guild.

The so-called "accretion" to the Guild-represented bargaining unit resulted from a decision by James S. Scott, the NLRB's regional director in Oakland. In a "unit clarification" petition, the company had sought to have the reporters in the bureaus—currently, there is one assigned to each—excluded from the unit.

The two news bureaus were established in 1984, after the parties had concluded negotiations on their current labor agreement.

Scott found there was a "well-established bargaining history" that supported the inclusion in the unit of reporters working in the newspaper's outlying bureaus. The geographic distance between the newspaper's headquarters and the two bureaus was not sufficient reason to bar their inclusion in the unit, Scott held.

(San Jose Mercury News Inc. and San Jose Newspaper Guild, Case 32-UC-143) □

Union local withdraws before election

Biloxi-Gulfport Typographical Union No. 821 recently withdrew from an election at The Mississippi Press in Pascagoula where it had represented 22 production employees since 1963.

The NLRB had scheduled an election for June 6, acting on a decertification petition filed by an employee.

The union "disclaimed interest" three days before the scheduled election.

(Mississippi Press Register Inc., NLRB Case No. 15-RD-579) □

NLRB resignation

The five-member NLRB, which recently returned to full strength for the first time since 1983 [presstime, July 1985, p. 62], has an opening coming up. Robert P. Hunter announced in July his intention to leave the board when his term ends Aug. 27. Hunter said he will join a law firm in Washington, D.C. □

NLRB upholds decision to set aside election at Houston Chronicle

The National Labor Relations Board has upheld a regional director's recommendation to set aside a representation election won by a union at the Houston Chronicle.

In the Nov. 15, 1984, election, composing room employees voted 75-71 in favor of continued representation by Houston Typographical Union No. 87. The decertification election came on a petition submitted by a Chronicle employee, Martin H. Huber. Both Huber and the company subsequently filed objections to the election.

Louis V. Baldovin Jr., the regional director in Houston, found that Huber had not received a list of the names and addresses of eligible voters from the regional office, as required by the NLRB's election rules. Baldovin held that Huber had been "substantially prejudiced" by this lack of information and recommended to the board that the election be set aside and a new one conducted.

The union appealed the decision to the board, which upheld the regional director July 11.

(Houston Chronicle Publishing Co. and Martin Huber and Houston Typographical Union No. 87, International Typographical Union, Case 23-RD-556) □

NLRB elections

Anchorage Times, GCIU, Laborers: A unit of all employees, excluding carriers, composing room and pressroom employees, voted 118-74 against representation by Local 327 of the Graphic Communications International Union and Local 341 of the Alaska State District Council of Laborers, joint petitioners.

(NLRB Case No. 19-RC-11172)

Billings (Mont.) Gazette, Teamsters: Mailroom employees voted 34-12 against representation by Local 190 of the Teamsters.

(NLRB Case No. 19-RC-11209)

Syracuse Herald-Journal and Post-Standard, GCIU: Photoengravers voted 9-0 against further representation by Local 284-M of the GCIU.

(NLRB Case No. 3-RD-864)

Recent contract settlements

Cleveland Plain Dealer, Guild: Thirty-seven-month agreement covering telephone operators, editorial and library employees; retroactive to Oct. 1, 1984.

Denver Post, GCIU: Two-year agreement covering photoengravers; retroactive to Oct. 2, 1984.

Montreal Gazette, Guild: Three-year agreement covering editorial and circulation employees; retroactive to July 1, 1984.

Pittsburgh Post-Gazette, Guild: Three-year agreement covering editorial and administrative department employees; retroactive to Jan. 1, 1985.

(Details in August 1985 ANPA Labor & Personnel Relations Letter.)

Personnel executives should be 'master strategists'

Personnel administrators should be operating at the strategy level of newspapers as key partners helping their companies cope with the changing demands of the business, two university professors told the recent annual conference of the Newspaper Personnel Relations Association.

Sara M. Brown

"Generally, personnel departments have sat back and reacted to the introduction of new technology," observed George de Lodzia of the University of Rhode Island. In fact, he said, personnel specialists should become "master strategists" in order to integrate themselves fully into the organizational circles where decisions are made.

Fred K. Foulkes of Boston University said the new role of the personnel administrator is as a strategic partner and not as an internal consultant. He urged the group to become knowledgeable about all aspects of the newspaper business, including technology. If personnel managers develop analytical capability, he said, line management will come to them for solutions to problems.

While the impact of technology on the newspaper industry was the theme of the three-day meeting in Boston, other current issues absorbing human resources practitioners were not neglected, with sessions ranging from health-care cost containment to new developments in retirement plans.

Another professor, Anthony G. Oettinger of Harvard University, pointed to a trend—the evolution of electro-optics—that he said will cause changes for personnel managers as they attempt to fill the jobs created by newspapers' expansion into new fields.

Acquisitions by newspapers of other information industries will require employees with non-traditional newspaper skills, which will expand the hiring and retraining responsibilities of personnel departments, Oettinger said.

Sara M. Brown, training and development manager for the Los Angeles Times, was elected 1985-86 president at the convention. Other new officers elected were: Alvin Miller, vice president/business of The Record in Hackensack, N.J., vice president and president-elect; and A.N. (Nelder) Dawson Jr., director of personnel and employee relations for the Alexandria (La.) Daily Town Talk, secretary-treasurer.

NPRA Executive Director Patricia P. Renfroe said the June 23-26 conference—the association's 37th—had a record 180 registered participants. □

Pagination seen chiefly as boosting efficiency

Most newspaper executives responding to a questionnaire on pagination consider the principal benefit of electronic makeup of newspaper pages to be increased efficiency rather than an improved editorial product. And while most believe pagination is inevitable, they don't see it happening at their newspaper in the next five years.

Information from the survey, conducted by the ANPA Human Resources Department [presstime, March 1985, p. 31], will be used as the basis for a report on the introduction of pagination and other new technology to be published later this year.

Survey respondents said the most important things to consider in preparing for pagination are, in descending order:

- Technology
- Finance
- Personnel
- Editorial product
- Union negotiations.

Seventy-one percent of the respondents think that employees who are left with no duties because of technological advances should be retrained for other jobs at their newspapers [presstime, March 1983, p. 4].

According to the survey, newspapers with circulations of more than 100,000 are most likely to retrain employees, presumably because they have more options open to them.

Those larger newspapers also are the ones considering pagination most seriously, while newspapers with circulations of less than 25,000 would prefer to learn more about the concept before they commit themselves.

One third of the 1,385 ANPA-member newspapers responded to the survey. □

'Shoe' **By Jeff MacNelly**

HAVE I EXPLAINED OUR RETIREMENT PLAN TO YOU?
NO, NOT REALLY...
WELL ... HERE GOES:
UNLESS THE WRITING IN YOUR COLUMN IMPROVES ... PLAN ON RETIRING.
MACNELLY 5/22
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By the year 2000, 2 out of 3 Americans could be illiterate.

Read that again, just to be sure you read it correctly.

Because, believe it or not, it's true.

Even today, about one American adult in three can't read adequately. And, each year that goes by, reading skills continue to decline while the standards for literacy keep rising. By the year 2000, Americans will need greater reading skills than ever before, but fewer Americans will have them. If these trends continue unchecked for two decades, *U.S. News & World Report* envisions an America with a literacy rate of only 30%. Which means that the average person with three grandchildren could find that two of them are considered illiterate.

Before that America comes to be, you can stop it by joining the fight against illiteracy today. It takes no special qualifications. If you can read, you can tutor or help us in countless other ways. You'll be trained to work in programs right in your own community, sharing the satisfaction of seeing people learning and growing. And you'll know that you're not just helping them but their children and grandchildren, too. Because you're stopping illiteracy before it reaches them.

So join the effort. Call the Coalition for Literacy toll-free **800-228-8813.** You'll be fighting illiteracy for generations to come.

Volunteer Against Illiteracy. The only degree you need is a degree of caring.

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Coalition for Literacy

Washington Post flexo test starts yielding results

Although the flexography project at The Washington Post is still in its infancy—the eight-unit press line with three half decks has been running since April—the experiment is yielding solid dividends for newspapers and allaying concerns about the water-based printing process.

The Post launched the project with the Chicago-based Graphic Systems Division (Goss) of Rockwell International Corp. and Paper Converting Machine Co. of Green Bay, Wis., to determine the viability of the flexographic printing process in the production setting of a large, metropolitan newspaper.

Because the Post also employs traditional letterpress and offset presses, the project is drawing much interest for the comparative results it will yield eventually.

Thus far the Post is "still in the process of mechanically and electronically debugging the press," according to Robert Bowes, production and flexo project director.

The paper is using the flexo press line at its downtown plant to print 50,000 to 60,000 advance sections per hour on Thursdays, Fridays and Saturdays, he said. The flexo copies are distributed within the District of Columbia.

The Post expects delivery shortly of advanced platemaking equipment that will allow the flexo press to print complete editions daily, beginning in September. At that time, Bowes said, the Post will begin printing some complete editions by flexography Monday through Friday nights and comparing results of its three printing processes. The comparative tests are scheduled to run from October through March.

The flexo project's focus remains the interaction of the water-based inks, the photopolymer plates, the cushion packing under the plates and the newsprint, Bowes said. Problems with second-impression-cylinder buildup of ink and with "plugging" of halftones have been reduced substantially, he said.

Much of the first three months has been spent establishing "benchmarks," or control standards, for the press line, Bowes said. For instance, the Post uses water-based ink produced by Flint Ink Co., photopolymer plates made by Letterflex (W.R. Grace & Co.) and newsprint manufactured by Quebec North Shore Paper Co. Ltd. as its standards for judging other vendors' products.

There were early concerns surrounding heat retention in the water-based inks, which might have altered viscosity or density. But Bowes said the Post found that heat buildup in the anilox ink train was expended as it spread through each unit's inking system, with no loss of viscosity or density.

Early runs showed increasing plugging in halftone areas as the press run progressed. Particles of ink accumulated in the non-relief areas of the plate until those areas began to print, creating a "mottled" effect in printed pictures.

"Once the particles started building up," Bowes said, "newsprint fibers started to pile up on the plate," which exacerbated the plugging problem.

Part of the solution came from requiring Flint Ink to filter the ink through 25 micron screens before shipping it. The Post also uses disposable filters on each unit's inking system.

Accidently, the Post discovered that the lint buildup on the plates was reduced further by using newsprint produced by Quebec North Shore. That mill uses a variation of the chemical-thermal-mechanical pulping process that more tightly binds the wood fibers together, resulting in less lint piling on the plates, according to Bowes. The Post discovered that plates printing on half and quarter rolls of the Quebec North Shore newsprint did not have the plugging problems of plates printing on newsprint made by the newspaper's other suppliers.

"The filling and plugging are becoming less and less of a problem as we go along," Bowes said, adding that it is negligible up to 100,000 impressions.

"The filling and plugging are becoming less and less of a problem as we go along."

The problem of ink buildup on the second impression cylinders has been eliminated by lengthening the web lead between the cylinders of each press unit. In the press's configuration, there is a 12-foot "festooned" lead between plate contact on one side of the web to plate contact on the other side. The 12-foot lead "gives the ink enough time to dry before the second impression is printed," Bowes said.

There have been some unexpected dividends from the project. For instance, the Post is developing a "color verification system," which is used on the flexo press, that could be of value to newspapers printing with any press.

Currently, the Post uses a magnetic plate lockup system on its flexo press that precludes pressmen from moving any of the plates. Because the plates can't be moved to compensate for image misalignment, the location of the image area must be placed correctly during prepress operations. Toward that end, the pressmen are using an optical registration verification device, made by the K&F Beach Manufacturing Co., employing video cameras to validate the location of the images.

The device can determine whether the image location is correct; and if found to be incorrect, it can determine where an error was made in the platemaking process, Bowes said.

Using the results of the flexo verification system and closer tolerance equipment, the Post in late July launched an experiment with a similar optical system that may benefit its offset printing operations in Springfield, Va. If successful, the offset version of the verification system would eliminate the start-up, or makeready, waste most newspapers now take for granted, Bowes said.

The early results from the Post and other test sites indicate to Bowes that flexography is already a proven printing technology for newspapers with circulations of 75,000 or less and that there will be other "spinoffs" for the newspaper business from the ongoing research. But of one thing he is sure: "Keyless inking is here to stay—whether it's flexo, offset or letterpress." —*Paul Kruglinski*

Positive registration system improves color printing

With the trend toward printing more process color, achieving and maintaining registration are continuous battles at many newspapers. The St. Petersburg Times and Evening Independent have devised their own method of dealing with the problems.

Much of the trouble is occuring on the press. Even with the most meticulous care, plates can be mounted incorrectly or slip out of position during the press run, resulting in poor registration.

Out-of-register colors give a paper a less-than-professional appearance and elicit angry calls from unhappy advertisers and disenchanted readers. It takes a great deal of time and labor to correct misregistration on the press, and newsprint is wasted—about 500 copies is common—during the correction process.

To improve color reproduction, the St. Petersburg papers have instituted "positive color registration," a mechanical system of redesigned plate punches and modified plate pins that keep images aligned on the press, according to Thomas P. Steck, press foreman.

The dailies found that 80 percent of their registration problems were occurring on the press, Steck said.

For example, he said, a common problem is a plate becoming tilted slightly during the mounting process. In remounting, he determined that the tail end (bottom edge) of the plate either was misaligned when originally mounted or moved during the press run.

The usual register system used on Goss Metro presses, he said, "works on the principle that when the lead (top) edge of the plate is installed, the register pin and the clips hold the plate straight on the cylinder." However, "this is not the case," he said. "We have found that once the lead edge is installed and the cylinder is turned over to the tail, the plate can follow a path around the cylinder out of register to the left or right."

To correct the problem, the machinists redesigned the Tasope plate punch to create a second pin hole in the tail end. Both the lead and tail holes are square in relation to the image on the plate. The pins that hold the plates onto the press cylinders were modified so that the tail end of the plate could be locked onto the same pin that holds the lead edge of the next plate.

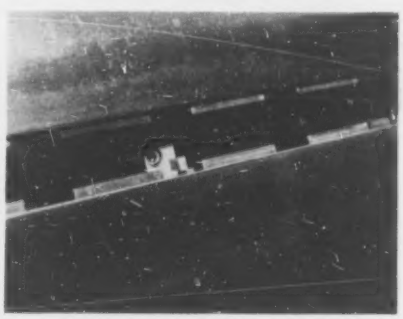
With both ends anchored, Steck said, the plate is less likely to shift during mounting. Because the holes in the plate are punched square to the image area, the color separations are all square on the press cylinders.

Since the papers began experimenting with the system about a year and a half ago, the press crews and machinists have replaced all the standard register pins on the presses with the new, modified ones. The papers used a St. Petersburg machine shop, Bogue & Lown, to make the new pins. Also, the papers are modifying the pins on new Goss Metro units they received recently.

Cost for re-engineering the plate punch and making the new register pins was about $18,000, according to E.G. Mills, press production manager. Although the two dailies have not determined the precise return on investment, Mills said the system has virtually eliminated the need to stop the presses repeatedly to correct misregistration. "With the reduced newsprint waste and downtime," he said, "a newspaper can recover its initial investment in a very short time."

Press foreman Steck and ANPA engineers said buildup of ink and paper dust on the lead edge of the plate clip slot is the main cause of poor circumferential register on Metro presses. Frequently, newspapers can solve registration problems just by having the pressmen scrape the edge with a scale before installing the plate.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submission to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston. □



Custom plate pin (center) anchors lead and tail edges of plates.

Vendors report OMC&E spurred brisk activity

Although people ascribe different criteria for judging the success of any trade show, business activity seems to be the barometer exhibitors use most. And from that standpoint, the June ANPA Operations Management Conference & Exposition in New Orleans appears to have been one of the more successful ones.

In an informal presstime sampling of some of the show's 242 vendors, officials reported brisk post-Exposition sales resulting from contacts made there:

- Software Consulting Services has had $500,000 in sales and expects those figures will double.
- Publisher Control System Inc. has sold two business-software systems.
- Media Data Systems Inc. got "75 solid leads" for its newsprint management system featuring the recently established electronic EMBARC standards for newsprint control.
- Chemco Photoproducts Co. has had sales of $500,000, mostly for direct-screen color systems and ECRM scanners.
- Royal Zenith Corp. has chalked up four sales and "12 strong possibilities."
- Hastech Inc. has received $1.3 million in orders for its composition computer systems.
- System Integrators Inc. has received six letters of intent from newspapers to purchase its front-end systems.
- Concept Publishing Co. has had two orders for its Apple personal computer-based system and "seven or eight firm proposals." □

ANPA-INK receives trademark, patent

ANPA has received a registered trademark for ANPA-INK®, a non-petroleum-based newspaper ink.

It also got a patent on ANPA-INK black offset ink. Previously, the Association had received patents on the black letterpress version of the ink.

In related developments, Syracuse (N.Y.) Newspapers Inc. has begun testing the first batch of commercially made ANPA-INK black letterpress ink, produced by the General Printing Ink Division of Sun Chemical Corp; and the Houston Chronicle has started testing the first batches of ANPA-INK black offset ink, made by Flint Ink Co. □

Wrapping newspaper sections in plastic solves some packaging problems

Wrapping newspapers in plastic, primarily to keep out the elements, is not new in the newspaper business. Carriers have been doing it for years.

But several newspapers are using machines for the task, not only to keep the newspaper dry and unsoiled, but also to avoid having to stuff the various elements of a big edition inside the newspaper's first section, or "jacket."

Some large circulation newspapers such as The New York Times and their agents have been using preformed plastic bags for several years. After the various sections comprising one edition are assembled, the machine slides the newspaper into the bag and seals it.

(Some other papers, including the Los Angeles Times, use plastic ribbons in much the same way to tie up the sections of an individual copy.)

But the latest wrinkle in automatic bagging of newspapers involves shrink-wrapping—applying an elastic, clear plastic around the newspaper.

Shrink-wrapping is used commonly in bottling and other industries, and some newspapers are shrink wrapping whole newspaper bundles. Now it's also being used experimentally to enclose the various elements of about 12,000 street-sales copies of the Sunday St. Petersburg Times in a clear, polyethylene plastic.

The test began last January, and results to date have been mixed, according to Debra A. Romaine, mailroom manager.

The paper undertook the experiment to solve mailroom distribution problems that occurred when certain Sunday editions exceeded the capacity of the paper's inserting machines. Rather than have the inserts hand-stuffed into the entire press run, the Sunday Times (circulation 370,283) decided to try shrink-wrapping for the 12,000 copies.

To minimize labor requirements, a dual-conveyor wrapping device made by Polypack Inc. of Largo, Fla., was installed at the newspaper.

Under the system, Romaine said, two conveyor lines feed the papers into the wrapping machine, which wraps two copies simultaneously. Workers on the two lines place sections onto the conveyors, and the copies are wrapped with three sections stacked instead of being inserted.

> *"The good news is the machine wraps newspapers very well and does so consistently."*

Each side of the conveyor processes 2,500 papers per hour, Romaine said. The cost of wrapping each copy is 1.23 cents, which includes the plastic, electricity and compressed air but excludes the initial $83,000 investment for the equipment and ongoing labor costs.

"The good news is the machine wraps newspapers very well and does so consistently," she said. "It has reduced waste and spoilage" and also cut down the time required to recover unsold newpapers. "The newspaper vendors and convenience stores love it," she added. "The papers stay together in the vending machines and as they are collected."

Romaine reported the newspaper has received no complaints from readers about the use of the plastic covers or about the unstuffed sections—two concerns of newspaper executives [presstime, March 1985, p. 54].

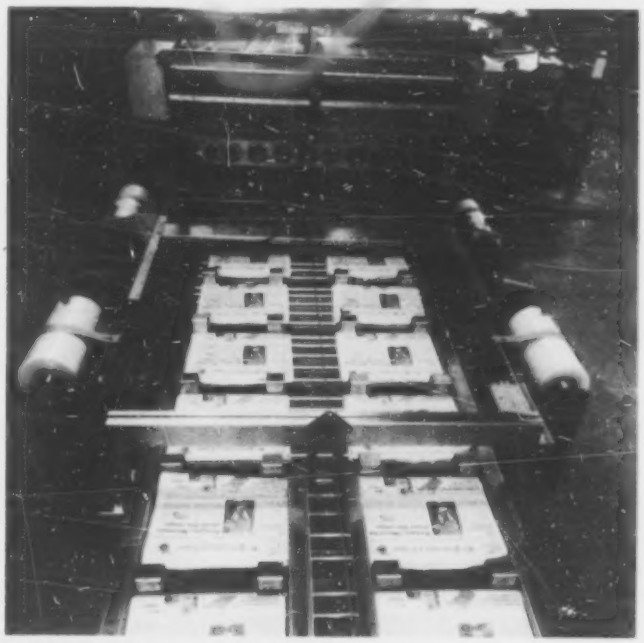
On the down side, Romaine said that while the machine "replaced some of the hand stuffing," operating the conveyors that feed the wrapping machine has been labor-intensive. Currently, it takes the equivalent of about 1.5 workers to handle each section of papers on each side of the conveyor. The alternative, she said, is to slow down the wrapping machine so that a smaller number of workers can keep up with its speed.

Also, questions remain concerning the mechanical reliability of the equipment.

Polypack and Stepper Associates Inc. of Olathe, Kan., are both developing hopper-loaded collating machines to work in tandem with wrapping machines. In theory, the collators should be more efficient because workers will have to concern themselves only with keeping the hoppers loaded. The Times plans to incorporate one of the hoppers into its system and thus to reduce the labor requirement to one person loading one hopper for each section—six people altogether.

Romaine said the newspapers are currently weighing their options and may decide to abandon the shrink-wrap machine in favor of using preformed plastic bags, such as those used by the Sunday New York Times.

A number of newspapers are watching developments in this field. Several months ago, ANPA surveyed 17 newspapers on the acceptability of collating sections of their newspapers, then having the package wrapped in plastic. All nine papers that responded said they would accept the practice if it was efficient and cost-effective, and if the main section was visible at the top of the stack of wrapped components. □



St. Petersburg Times moves through Polypack unit.

Daylight films brighten darkroom functions

The days of the light-tight darkroom may be numbered.

In the last year, vendors have introduced advanced "daylight" films that can be handled in normally lit rooms outside the darkroom. Generally, the newer daylight films offer higher quality reproduction and are compatible with newer developing processes.

Daylight films, also called "bright light" films, got their name because of their sensitivity to ultraviolet light only. White fluorescent lights, used for normal lighting purposes, give off little ultraviolet radiation when UV-blocking acrylic sleeves are placed over them. Hence, daylight films can be handled in lit rooms and exposed using ultraviolet contact frames.

Currently, product lines of daylight film include contact and duplicating films, which came into use after 1975, and contact and duplicating papers, which were introduced more recently. The films and papers are used to duplicate negatives and to create positives and reverses primarily in stripping and paste-up applications.

While daylight films are not as critical to a newspaper's production as other lithographic films, they have improved operations at those newspapers using them. Newspapers involved in commercial work find them almost indispensable; other papers use them frequently for a convenient quick fix for an immediate problem.

"They're attractive to use when you're pressed for time and space," said John C. Harrington, ANPA photographer/color specialist. "The quality isn't as good as darkroom films, but it's good enough for most newspapers' applications."

Daylight films are used mostly in contacting applications.

Daylight films have allowed newspapers to use their darkrooms more effectively for critical camerawork, according to several users, while at the same time helping them to improve contacting and duplicating functions. Because the films are used in normal light, personnel make fewer errors.

The staff "can see what they're doing better," noted Ben Vanden Bos, product group manager for Du Pont Co. "Communications are better because the barriers [between employees] are removed."

Daylight films also have become central materials in the production of newspapers printing high-quality process color, and they can be developed through the newer rapid-access processors.

"They get everybody out of the darkroom," said Scott C. Comish, quality assurance assistant at USA Today. "Almost all of USA Today's prepress operations employ daylight films."

Since their introduction, daylight films have become increasingly more versatile in their capabilities and application. Virtually all of the vendors marketing daylight films indicated that research is being pursued toward developing additional films, such as those used in making halftones, that can be handled outside the darkroom. □

TECHNOLOGY NOTES

• General Motors Corp. of Detroit and Etak Inc. of Sunnyvale, Calif., announced they will develop **factory-installed navigation systems** for vehicles.

In their advanced forms, the systems could have "tremendous application for newspaper delivery trucks," according to George Cashau, ANPA director/technical research.

The systems can be programmed to determine the most efficient routes for reaching destination points.

Etak said it is studying ways to allow the navigation system to communicate with computer systems, which could then reroute a truck around obstructions.

• Unidot Inc. of Golden, Colo., which develops advanced software products, is marketing a **laser imagesetter** to vendors in North America on an original-equipment-manufacturer basis.

The device, called the Laserset and made by Computer Gesellschaft Konstanz MBH of Konstanz, West Germany, is now in use at about 100 installations overseas.

It offers 720-dots-per-inch, 66-pica-wide output and is capable of handling both text and graphics.

According to Unidot, the unit, which is compatible with many front ends, sells for about $25,000.

• Harris Corp. of Melbourne, Fla., and Linotype GmbH of Eschborn, West Germany, have entered into a **marketing agreement**. Linotype will sell European customers the Harris 8300 Page Layout System as an option with Linotype's Systems 2, 4 and 6 front ends and its typesetters.

• United States Printing Ink of East Rutherford, N.J., a major supplier of inks to newspapers, has **acquired Leber Ink Co.** of Portland, Ore.

Leber, with four plants on the West Coast, makes offset inks for newspapers and flexographic inks for the packaging industry.

TECHNOLOGY CALENDAR

• **Type-X '85** will be Aug. 17-19 at the Washington Hilton, Washington, D.C.

• The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton Hotel, Washington, D.C.

• **IMPACT '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott Hotel, Boston.

• **Lasers in Graphics**, the annual electronic prepress conference, technologies, will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.

• **Gutenberg International**, a graphic arts show, will be Oct. 17-19 at the convention center in Washington, D.C.

• The Poynter Institute for Media Studies will have a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.

• **Digital Equipment Computer Users Society** will meet Dec. 9-13 at Disneyland Hotel, Anaheim, Calif.

'84 consumption rose 8 percent at U.S. dailies

U.S. daily newspapers consumed a record 8,531,857 metric tons of newsprint in 1984, an increase of 8 percent from the 7,897,601 tons used in 1983, according to ANPA's annual survey of newsprint consumption.

The state-by-state report shows that Alaska had the largest percentage increase between 1983 (20,585 tons) and 1984 (25,888 tons), 25.8 percent. Next highest were Arizona (15.3 percent), Georgia (14), California (13.6) and Illinois (12.7).

California had the biggest increase in actual tonnage consumed—140,525 tons—and remained the nation's top consumer, using 1,176,386 tons [presstime, Aug. 1984, p. 58].

Net increases were recorded in 46 states. (Consumption for Delaware and the District of Columbia were combined for this study.) Hawaii had the largest percentage decrease, 8.1, or 2,286 tons. Oklahoma had the biggest decrease in actual tonnage consumed—3,688 tons (79,778 vs. 83,466).

In ANPA's annual regional report on consumption, the West showed the largest percentage increase between 1983 (1,736,163 tons) and 1984 (1,938,165), 11.6 percent, followed by the South at 8.5 percent, the North Central states at 6.1 percent and the Northeast at 5.9 percent.

The survey covered 1,728 daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. These dailies accounted for 74.5 percent of 1984's estimated newsprint consumption by all U.S. users of 11,441,000 metric tons, also a record. The percentage increase for the all-users category paralleled that for U.S. dailies, 8 percent. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 8-percent figure for the increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 5.2 percent [presstime, Feb. 1985, p. 46]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample. The new consumption report was based on a poll of every U.S. daily newspaper. □

State-by-state newsprint consumption by U.S. daily newspapers*

	1984	1983	% change		1984	1983	% change
Alabama	69,487	65,388	6.3	Montana	14,174	13,551	4.6
Alaska	25,888	20,585	25.8	Nebraska	46,188	42,839	7.8
Arizona	140,471	121,829	15.3	Nevada	37,953	36,288	4.6
Arkansas	44,923	40,481	11.0	New Hampshire	17,333	15,563	11.4
California	1,176,386	1,035,861	13.6	New Jersey	298,428	281,568	6.0
Colorado	196,350	180,548	8.8	New Mexico	27,292	25,896	5.4
Connecticut	104,084	97,160	7.1	New York	875,755	833,645	5.1
Delaware and District of Columbia	245,075	225,408	11.9	North Carolina	136,365	127,901	6.6
Florida	540,743	485,212	11.4	North Dakota	13,254	13,319	-0.5
Georgia	170,635	149,651	14.0	Ohio	330,398	319,825	3.3
Hawaii	25,857	28,143	-8.1	Oklahoma	79,778	83,466	-4.4
Idaho	15,731	14,662	7.3	Oregon	87,949	85,332	3.1
Illinois	447,263	396,980	12.7	Pennsylvania	421,923	407,703	3.5
Indiana	134,248	131,329	2.2	Rhode Island	36,746	33,158	10.8
Iowa	74,758	68,516	9.1	South Carolina	62,197	60,236	3.3
Kansas	42,083	38,328	9.8	South Dakota	9,691	9,568	1.3
Kentucky	70,704	67,399	4.9	Tennessee	116,617	107,574	8.4
Louisiana	122,337	117,676	4.0	Texas	770,088	707,128	8.9
Maine	22,421	20,009	12.1	Utah	37,928	35,641	6.4
Maryland	103,714	98,628	5.2	Vermont	7,309	6,978	4.7
Massachusetts	281,557	253,990	10.9	Virginia	124,483	112,326	10.8
Michigan	295,374	282,707	4.5	Washington	145,646	131,269	11.0
Minnesota	110,967	109,327	1.5	West Virginia	30,174	29,327	2.9
Mississippi	35,300	32,382	9.0	Wisconsin	125,971	123,129	2.3
Missouri	175,321	165,614	5.9	Wyoming	6,540	6,558	-0.3
				Total	8,531,857	7,897,601	8.0

Regional newsprint consumption by U.S. daily newspapers*

	1984		1983		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	311	2,065,556	305	1,949,774	5.9
North Central	537	1,805,516	541	1,701,481	6.1
South	579	2,722,620	581	2,510,183	8.5
West	301	1,938,165	301	1,736,163	11.6
Total	1,728	8,531,857	1,728	7,897,601	8.0
Total consumption by all U.S. users		11,441,000		10,589,000	8.0

*Metric tons

Abitibi-Price announces another capacity cutback; three other companies report temporary closings

With newsprint stocks continuing at historically high levels, Abitibi-Price Inc. will reduce capacity by 25,000 metric tons this month.

The reduction is equivalent to about five days of production.

Already this year, the company has reduced operations by the equivalent of 21 days' production [presstime, July 1985, p. 72].

Other recent, temporary mill closings announced by newsprint manufacturers include:

- MacMillan Bloedel Ltd. at its Powell River, British Columbia, mill—July 2-3; and at its Port Alberni, British Columbia, mill July 2-4
- British Columbia Forest Products Ltd. at its Crofton, British Columbia, mill—June 18-July 4
- Kruger Inc. at its Three Rivers, Quebec, mill—June 22-July 1. □

Newsprint report ready

ANPA's annual report on newsprint characteristics has been distributed to member newspapers.

For extra copies, contact Doris E. Kleintop at The Newspaper Center in Reston, Va., and specify Special Report 85-3, "Newsprint Properties Analyzed, Test Results for 1984."

To obtain the confidential code numbers of suppliers, a newspaper must provide ANPA with a list of its suppliers along with mill locations.

First-half consumption rises 2.1 percent

Newsprint consumption by all U.S. users was up 5.8 percent in June compared with June 1984. There was an extra Sunday in June this year, accounting for about 3 percent of the increase. For the first half of 1985, U.S. newsprint users consumed 2.1-percent more than they did a year earlier.

Meanwhile, consumption by U.S. daily newspapers increased 8.3 percent in June and 4.9 percent for the first six months, compared with 1984 totals.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 52 days' supply at the end of June, up from 48 days a year earlier. Stocks of North American mills were 53.7-percent above the previous year's level.

The June operating rate for Canadian mills was 89 percent of capacity, and for U.S. mills it was 91.7 percent.

Shipments from Canadian mills for the first six months were down 0.9 percent from the same period last year. Canadian shipments to the United States were up 2 percent, those within Canada decreased 4.8 percent, and those to overseas customers decreased 0.1 percent.

Domestic shipments from U.S. mills for the first half of '85 were down 5.1 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	May 1985(r)	May 1984	% Change
Northeast	186,602	174,528	+6.9
North Central	159,928	157,495	+1.5
South	241,295	231,705	+4.1
West	168,875	159,540	+5.9
Circulation size			
up to 25,000	56,504	47,245	+19.6
25,001-100,000	152,536	130,233	+17.1
Over 100,000	547,660	545,790	+0.3
May totals	756,700	723,268	+4.6
Five-month totals	3,550,457	3,407,495	+4.2
Region	**June 1985(p)**	**June 1984**	**% Change**
Northeast	181,962	165,442	+10.0
North Central	153,286	142,854	+7.3
South	229,674	211,744	+8.5
West	160,129	149,631	+7.0
Circulation size			
up to 25,000	51,931	43,820	+18.5
25,001-100,000	144,800	119,729	+20.9
Over 100,000	528,320	506,122	+4.4
June totals	725,051	669,671	+8.3
Six-month totals	4,275,508	4,077,166	+4.9

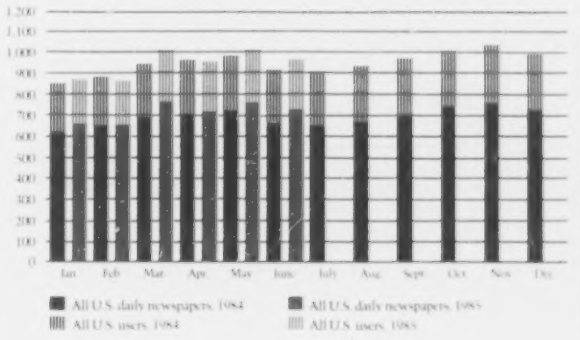
Estimated consumption of all U.S. users

	1985	1984	% Change
April totals	957,000(r)	973,000	-1.6(r)
May totals	1,004,000(r)	992,000	+1.2(r)
June totals	969,000(p)	916,000	+5.8(p)
Six-month totals	5,673,000(p)	5,554,000	+2.1(p)

Production

	Canada	U.S.A.	North America
June 1985	725,327	407,683	1,133,010
June 1984	785,765	424,251	1,210,016
Decrease	-60,438	-16,568	-77,006
	-7.7%	-3.9%	-6.4%
Six months 1985	4,574,258	2,486,941	7,061,199
Six months 1984	4,378,612	2,542,680	6,921,292
Increase or decrease	+195,646	-55,739	+139,907
	+4.5%	-2.2%	+2.0%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
April 1985	976,758	43	6
April 1984	770,386	33	6
May 1985	954,629	42(r)	6
May 1984	811,160	36	7
June 1985	935,710	45	7
June 1984	872,610	40	8
Canadian mills			
June 1985	374,796	--	--
June 1984	235,646	--	--
U.S. mills			
June 1985	72,537	--	--
June 1984	55,370	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1985	545,712	75,875	111,268	732,855
June 1984	653,984	102,160	120,718	876,862
Six months 1985	3,315,657	514,410	655,291	4,485,358
Six months 1984	3,249,574	540,418	655,957	4,445,949
Increase or decrease	+66,083	-26,008	-666	+39,409
	+2.0%	-4.8%	-0.1%	+0.9%
From U.S. mills				
June 1985	382,810	----	23,162	405,972
June 1984	408,225	----	10,257	418,482
Six months 1985	2,337,711	----	137,492	2,475,203
Six months 1984	2,463,527	----	124,489	2,588,016
Increase or decrease	-125,816	----	+13,003	-112,813
	-5.1%	----	+10.4%	-4.4%
From North American mills				
June 1985	928,522	75,875	134,430	1,138,827
June 1984	1,062,209	102,160	130,975	1,295,344
Six months 1985	5,653,368	514,410	792,783	6,960,561
Six months 1984	5,713,101	540,418	780,446	7,033,965
Increase or decrease	-59,733	-26,008	+12,337	-73,404
	-1.0%	-4.8%	+1.6%	-1.0%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

New half-page format helps to control newsprint costs

The Arizona Republic and The Phoenix Gazette are saving newsprint by running a page occasionally that is half the normal width.

"I have never heard of anyone else using (the half-page format)," said Production Director John H. Phillips, who introduced the idea. The half page results from the use of a jumbo roll of newsprint that when cut as it comes off the press leaves one page within a section only half as wide as the others.

The innovation is part of an effort "to get a tighter rein on newsprint costs," said Ronald M. Taylor, publications editor for the Phoenix dailies.

The cost and trouble involved in instituting the half page was minimal, said Production Director Phillips. "It required no mechanical modification," he said, adding that the main adjustment, which involved accommodating the wider newsprint roll, was a normal one.

Using half pages "allows you to jump in increments of one page (in a straight run) or two pages (in a collect run)" instead of two pages and four pages, respectively, according to Phillips. A collect run produces half the amount of papers as a straight run in the same amount of time.

The paper has used half pages twice. Phillips estimated that each time a half page is used, more than $1,000 is saved.

Reader reaction has been negligible. William R. Shover, director of community and corporate services, was "quite surprised" at receiving only two or three calls, all of which were informational in nature rather than complaints.

The decision on whether to use half pages is made on a day-to-day basis, with half pages being used to "attack unusually loose or tight papers," according to Phillips.

Half pages have been used only for the daily sports scoreboard but conceivably could be used "anywhere in the paper," said Taylor. He added that the business/economy section would lend itself to the use of the half-page, particularly in printing stock quotes. □

Prices remain stable

Virtually all newsprint producers serving the United States east of the Rocky Mountains again postponed a $35-a-metric-ton increase. The delay from July 1 to Sept. 1 was the fifth postponement this year [pressstime, May 1985, p. 78]. And there was speculation that the Sept. 1 increase may not stick because of publisher resistance.

NEWSPRINT NOTES

• Sir James **Goldsmith became chairman of Crown Zellerbach** Corp. after increasing his stake in the company to more than 50 percent.

His new role, announced July 25, is part of an agreement that marks a truce in an eight-month feud between Goldsmith and Crown. The disagreement stemmed mostly from Crown's restructuring plans that recently were filed with the Securities and Exchange Commission [pressstime, July 1985, p. 72].

Under the new agreement, a revised restructuring plan will be considered. It includes many features of the original plan, except that Crown's timber properties will be held by a corporation rather than a partnership.

Also, additional Crown shares may be purchased by General Oriental Securities Ltd., the flagship unit in an investment partnership headed by Goldsmith, 51.

• Members of the United Paperworkers International Union ratified a **31-month extension to a labor contract** at Boise Southern Co.'s DeRidder, La., mill. The contract, which had been scheduled to expire June 15, 1986, provides for pay increases of 5 percent in the first year and 3 percent annually thereafter.

Also on the labor front, negotiations between the UPIU and Garden State Paper Co. in Garfield, N.J., are in arbitration [pressstime, June 1985, p. 85].

• Great Lakes Forest Products Ltd. has **reached an agreement with archaeologists** that will allow construction of a newsprint mill near Usk, Wash., to begin this summer. There had been some concerns about construction because of the discovery of artifacts on the site [pressstime, June 1985, p. 85]. Operation of the mill is now planned to start in early 1987.

Congress considers proposed Conrail sale to Morgan Stanley

Legislation permitting the U.S. government to sell Conrail to a group put together by Morgan Stanley & Co. was formally introduced in Congress.

Under the Morgan Stanley plan, the group of investors that now numbers 32 has offered to pay $1.2 billion for the government's 85-percent interest in the rail system. Legislation permitting the railroad to be sold to Norfolk Southern Corp. previously had been introduced [pressstime, July 1985, p. 72].

The Morgan Stanley plan has gained support of some top rail union leaders who said that "an independent Conrail will best serve the public interest by preserving vigorous railroad competition in the Northeast and Midwest." However, the United Transportation Union, the largest of Conrail's unions, was not represented in the group of endorsers.

Conrail for the first half of 1985 reported net income of $209.5 million, about $60.3-million less than the same period in 1984. However, Conrail officials said last year's figures did not reflect paying union employees' full industry-scale wages. If they had included that expenditure, they would have shown $205-million income for the half year, officials said. □

U.S. rails, UTU reach tentative accord

Railroads in the United States have reached a tentative contract agreement with the United Transportation Union, the largest of 13 rail unions.

Union and management officials said it provides for a 10.5-percent wage increase over 44 months.

New employees would start at 75 percent of the current starting pay but would catch up to the standard pay scale in five years.

Mediators continue to hold talks with the 12 other U.S. rail unions.

Meanwhile, in Canada, a two-year labor agreement has been ratified between railroads and non-operating unions, consisting of employees who do not directly operate trains. It provides for pay increases of 4 percent each year. Negotiations continue between railroads and Canadian operating unions, consisting of employees such as engineers [pressstime, April 1985, p. 43]. □

Speeches

William O. Taylor

J. Patrick O'Callaghan

Harvey C. Jacobs

Julie Kirsh

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Responding to Employee Needs in a Changing Workplace
William O. Taylor, chairman and publisher, The Boston Globe. Newspaper Personnel Relations Association annual conference, Boston, June 23.

A Free Press, the Establishment and Journalism Ethics
J. Patrick O'Callaghan, publisher, The Calgary (Alberta) Herald. Canadian Association of Municipal Administrators annual conference, Calgary, May 30.

Understanding the Function of a Free Press in a Democracy
Warren H. Phillips, chairman and chief executive officer, Dow Jones & Co. Inc., and publisher, The Wall Street Journal, New York City. Remarks made in receiving the annual Anti-Defamation League of B'nai Brith's Hubert H. Humphrey First Amendment Freedom Prize, New York City, June 7.

Readers: An Endangered Species
Harvey C. Jacobs, editor, The Indianapolis News. Central States Circulation Association annual regional meeting, Indianapolis, March 25. (Or see May 1, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

Newspaper Design and Typography: What Readers Wish to See
Jos T'Seyen, marketing director, Concentra Group, Hasselt, Belgium. International Newspaper Color Association—International Federation of Newspaper Publishers Research Association symposium, Barcelona, Spain, May 14.

The Rule of Law and Freedom of the Press
Philip B. Kurland, William R. Kenan Jr. distinguished service professor, University of Chicago Law School. ANPA/American Bar Association Task Force meeting, New York City, June 20.

Marketing Positioning Research and Its Role in Newspaper Production
Thomas Holbein, chairman, International Newspaper Promotion Association Research Committee, and executive vice president, Belden Associates, Dallas. INPA Pacific Division annual conference, Auckland, New Zealand, April 29.

The Power of Information in the Quest for Peace: The Tools of Mass Communication
Charles Z. Wick, director/United States Information Agency, Washington, D.C. Commencement address, George Washington University, Washington, D.C., May 5. (Or see June 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the ANPA Labor Relations and Technology Seminar, New Orleans, June 7-8:

Future Technology
William D. Rinehart, ANPA vice president/technical, Reston, Va.

The Hazard Communication Standard
Richard W. Neergaard, ANPA manager/environmental services, Reston, Va.

From the Special Libraries Association annual convention, Winnipeg, Manitoba, June 8-13:

Managing the Newspaper Library and Its Collections
Julie Kirsh, chief librarian, The Toronto Sun

The Use of Subject Headings in Clipping Files
Ellen D. Briscoe, librarian, Falmouth (Mass.) Enterprise

Scripps Howard gets new logo, leader and potential partner

Scripps Howard has been an unusually active company in recent months. It has a new logo, a slightly different name, a new chief and a new potential partner.

The logo is a stylized version of the company's familiar corporate symbol, a lighthouse.

The name change involved deleting the hyphen from "Scripps-Howard."

The new chief is Lawrence A. Leser, who on July 1 succeeded Edward W. Estlow as president and chief executive officer. Estlow, 65, retired from the post and was named chairman of the Executive Committee.

The potential partner is the John P. Scripps Newspaper Group. Shortly after Leser, who had been executive vice president, began his new duties, Scripps Howard announced plans to merge with the John P. Scripps organization.

The latter company was founded by a relative of E.W. Scripps, founder of The E.W. Scripps Co., which uses the trade name of Scripps Howard.

Scripps Howard said the merger as envisioned would involve an exchange of stock "with the John P. Scripps Newspaper Group becoming an independent operating division within Scripps Howard." Top executives at the companies declined to comment beyond the contents of the statement.

The San Diego-based John P. Scripps organization owns six dailies and four weeklies in California and one daily in Washington state. In 1984, privately-held Scripps Howard had a total circulation of 1.4 million at 14 dailies, making it the ninth largest newspaper group in the United States.

In other Scripps Howard developments, a trade publication reported recently that the Cincinnati-based firm is negotiating to buy community newspapers in California from The Hearst Corp. Going in the other direction, Scripps Howard is negotiating the sale of the Columbus (Ohio) Citizen-Journal. (See story p. 16). □

NIE responses due

A biennial survey of Newspaper in Education programs is in progress.

ANPA Foundation and the International Newspaper Promotion Association sent questionnaires in July to all U.S. daily newspaper publishers, promotion managers and NIE coordinators. Responses are due by Aug. 30.

Results should be available by the end of the year, said Linda B. Skover, Foundation manager/education services. □

Recent acquisitions

The New York Times Co. is acquiring the Santa Barbara (Calif.) News-Press, daily circulation 48,665.

Donrey Media Group of Las Vegas acquired The Minot (N.D.) Daily News, circulation 29,377.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Dickinson (N.D.) Press, daily circulation 8,320.

W. Dean Singleton and Richard B. Scudder of Woodbury, N.J., acquired Sparks Newspapers, which includes the following California dailies: The Daily Review of Hayward, circulation 46,150; The Argus of Fremont-Newark, 20,423; and The Tri-Valley Herald of Dublin and The San Ramon Valley Herald of Danville, combined circulation 21,165.

Sunrise Industries Inc., a subsidiary of Ingersoll Newspapers Inc. of Lakeville, Conn., acquired the Alton (Ill.) Telegraph, daily circulation 37,767. □

Press associations: changes in command

The **Association of Newspaper Classified Advertising Managers,** at its annual sales conference June 23-27 in New Orleans, elected the following new officers:

- *President*—Herbert G. Barger, Houston Chronicle
- *President-elect*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Second Vice President*—James T. Conner, Morning Advocate and State-Times, Baton Rouge, La.
- *Third Vice President*—Bill D. Horton, Fort Worth Star-Telegram
- *Secretary-Treasurer*—Ronald Beach, San Jose (Calif.) Mercury News.

Jack Kent Cooke agrees to sell Multimedia shares

Jack Kent Cooke's abandonment of his pursuit of Multimedia Inc. should enable the company to pursue its recapitalization plan unhampered, observers say.

Cooke July 19 agreed to sell his nearly 10-percent stake in the newspaper and broadcasting company. Multimedia will purchase his 1,626,500 shares for $70 each, which will net the owner of the Washington Redskins, the Chrysler Building and other properties a reported $24.5-million profit.

In its recapitalization plan, Multimedia is offering shareholders three choices for its purchase of each share.

Stockholders can retain a 78-percent interest in each share while receiving $35.97 in cash and debentures with a current face value of $26.54. The 15-year debentures (a type of bond) carry a 16-percent interest rate.

Or they can receive $125 worth of debentures per share and forego retaining any equity interest.

In the last option, they also give up equity but receive $41.25 in cash per share plus $26.54 in debentures.

The recapitalization plan will be submitted to Multimedia stockholders for a vote. □

Southam board approves fair price amendment

The board of directors of Southam Inc. approved in July a so-called fair price amendment and submitted the measure to stockholders for a vote. If approved, the measure would be the first of its kind for a publicly held newspaper company in Canada, according to John G. Craig, Southam secretary and vice president, finance.

Craig said the board was responding to investor interest in newspaper companies in Canada and the precedent set by U.S. media companies that have passed fair price amendments (presstime, July 1985, p. 6).

The Southam measure would require that all stockholders be offered the highest price paid to those who sold early during a bid to acquire the company. Where the price was not offered equally and the board opposed a takeover bid, 80 percent of the shareholders would have to approve the company's sale.

Craig said no shareholder owns more than 10 percent of Southam. □

Parade reports defections from Family Weekly papers

Parade Publications said July 24 that the number of newspapers carrying its Sunday supplement would more than double and its circulation base grow by almost 4.6 million to 29.8 million two weeks after its major competitor, Family Weekly, undergoes a metamorphosis Sept. 8 into Gannett Co.'s USA Weekend.

According to Carlo Vittorini, president and publisher of Parade, "millions" of the circulation growth is from papers that formerly carried Family Weekly.

When the Family Weekly format change was announced, "papers came to us to see if we would be interested in accepting distribution" through them, said Vittorini. "It was a significant number, and it caused us to rethink our marketing strategy."

"There's no question that of our 5-million [circulation] gain, some millions of it were former Family Weekly-distributing newspapers," he said.

However, the president of USA Weekend said he expects its circulation to approximate Family Weekly's.

"We expect, with gains and losses, for our circulation to be pretty much the same on Sept. 8 as it is today, 12 million-plus," said Ramon G. Gaulke.

Gaulke acknowledged that some newspapers have given notice that they will not carry the revamped magazine, whose front cover looks like a truncated version of Gannett's USA Today. He declined to give names or numbers.

He said the Dallas Times Herald and The Denver Post had signed to carry USA Weekend. When Gannett bought Family Weekly from CBS Inc. in February, it was carried by 362 newspapers [presstime, March 1985, p. 68].

Vittorini said 145 newspapers would be added Sept. 22 to the 134 newspapers that already carry Parade. One of the major additions is the Orange County (Calif.) Register, which formerly carried Family Weekly, he said. □

UPI allows purchase offer to expire

United Press International in July allowed a $17-million purchase offer to expire. The wire service, which is in Chapter 11 bankruptcy, said the two-week deadline for a decision on the offer was not enough time to consider it.

However, Washington, D.C., lawyer David Rubenstein, spokesman for the group of unidentified investors who made the offer, said the development does not necessarily mean his clients no longer are interested in a deal.

Also, UPI officials said there continue to be other interested parties.

In a related development, UPI has asked a U.S. bankruptcy judge to void its contract with the Wire Service Guild [presstime, July 1985, p. 75]. □

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ANPA Calendar

AUGUST

ANPA/National Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting with ABC newspaper directors
J.W. Marriott Hotel, Washington, D.C., Aug. 1

ANPA/AEJMC Cooperative Committee meeting
Holiday Crowne Plaza Hotel, Memphis, Aug. 3

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

Newspaper in Education Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Telecommunications Systems Workshop, "Connections"
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 21-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation NIE Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

Newsprint Seminar sponsored by ANPA and the Canadian Pulp and Paper Association Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

ANPA Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

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Sessions of 1985 Convention rated by attendees

Attendees rated the clinic on "Learning/Leading/Managing" the most valuable session of the 1985 ANPA Convention.

Speakers at the clinic were Kenneth H. Blanchard, author of the best-selling book *The One Minute Manager*, and Ann M. Morrison of the Center for Creative Leadership in Greensboro, N.C. The session was chaired by Madelyn P. Jennings, senior vice president/personnel and administration, Gannett Co.

Ratings for this and other Convention segments were based on responses from 203 attendees who completed a post-Convention questionnaire.

Asked to rate sessions on a scale of 1 to 6, the respondents also gave high marks to the ANPA Annual Luncheon at which Vernon A. Walters, U.S. ambassador to the United Nations, spoke; the Associated Press session "Conversations on Credibility"; the ANPA Keynote Breakfast, which featured a speech by Henry A. Kissinger; the AP Annual Luncheon with speaker Peter V. Ueberroth, commissioner of baseball; and clinics on "Human Resources" and "Research and Development—What's New."

Rated least valuable was the ANPA Annual Business Meeting, followed by the ANPA Dinner/Dance.

Of the 203 respondents, 111 favored the Convention's returning to Miami Beach in the future.

The Convention Arrangements Committee, chaired by Joseph F. Barletta of the San Francisco Newspaper Agency, has begun planning the 100th Annual Convention in San Francisco April 21-23, 1986. General Sessions will be in the Masonic Auditorium, near the Fairmont Hotel. □

Newspaper Center to get new phone numbers

The installation of a new telephone system at The Newspaper Center in Reston, Va., will mean new telephone numbers for the Association and its staff.

The AT&T System 75 will be installed at the close of business on Friday, Aug. 23. Beginning Monday morning, Aug. 26, ANPA's new number will be (703) 648-1000.

A major feature of the new system will be "direct-to-desk dialing," said John W. Iobst, ANPA research manager/computer applications. Each staff member will get an individual telephone number that can be dialed directly from the outside, which Iobst said will mean quicker, more responsive service for member newspapers and the general public. Under the system that is being replaced, calls are routed through a switchboard.

A card containing the numbers of key staff personnel will be distributed to all ANPA members.

Ernest L. King named hygienist

Ernest L. King has joined the ANPA staff as an industrial hygienist.

King, 24, formerly was a state sanitarian attached to the Fairfax County, Va., Health Department.

Ernest L. King

He received a bachelor's degree in environmental health from Mississippi Valley State University in 1981 and a master's degree in the same field from East Tennessee State University in 1983. He also has done post-graduate work in environmental planning at the University of Virginia. □

D.C. office moved

ANPA moved its downtown office in Washington, D.C., to the newly renovated National Press Building on July 1.

The office is used by the Association staff and representatives of ANPA-member newspapers for meetings and other Association business.

The address is Suite 1099, National Press Building, 14th and F streets N.W., Washington, D.C. 20045.

The National Press Building is about 20 miles from ANPA's main office at The Newspaper Center in Reston, Va. □

New members

The Home News

Hialeah, Fla. (circulation 5,000). Donald A. MacKenzie, publisher.

Laredo Morning Times

Laredo, Texas (circulation 18,082). Mike Herrera III, publisher.

THE WAYNE INDEPENDENT

Honesdale, Pa. (circulation 11,500). J. W. Johnson, publisher.

THE ORANGE LEADER

Orange, Texas (circulation 11,361). Harry Wood, publisher.

STANDARD/JOURNAL

Standard-Journal Inc. of Rexburg, Idaho, a group of five newspapers that also includes the Ashton Herald, Rixby Jefferson Star, St. Anthony Fremont County Chronicle-News and Island Park Villager (combined circulation 11,623). John C. Porter, publisher.

Gazette-Enterprise

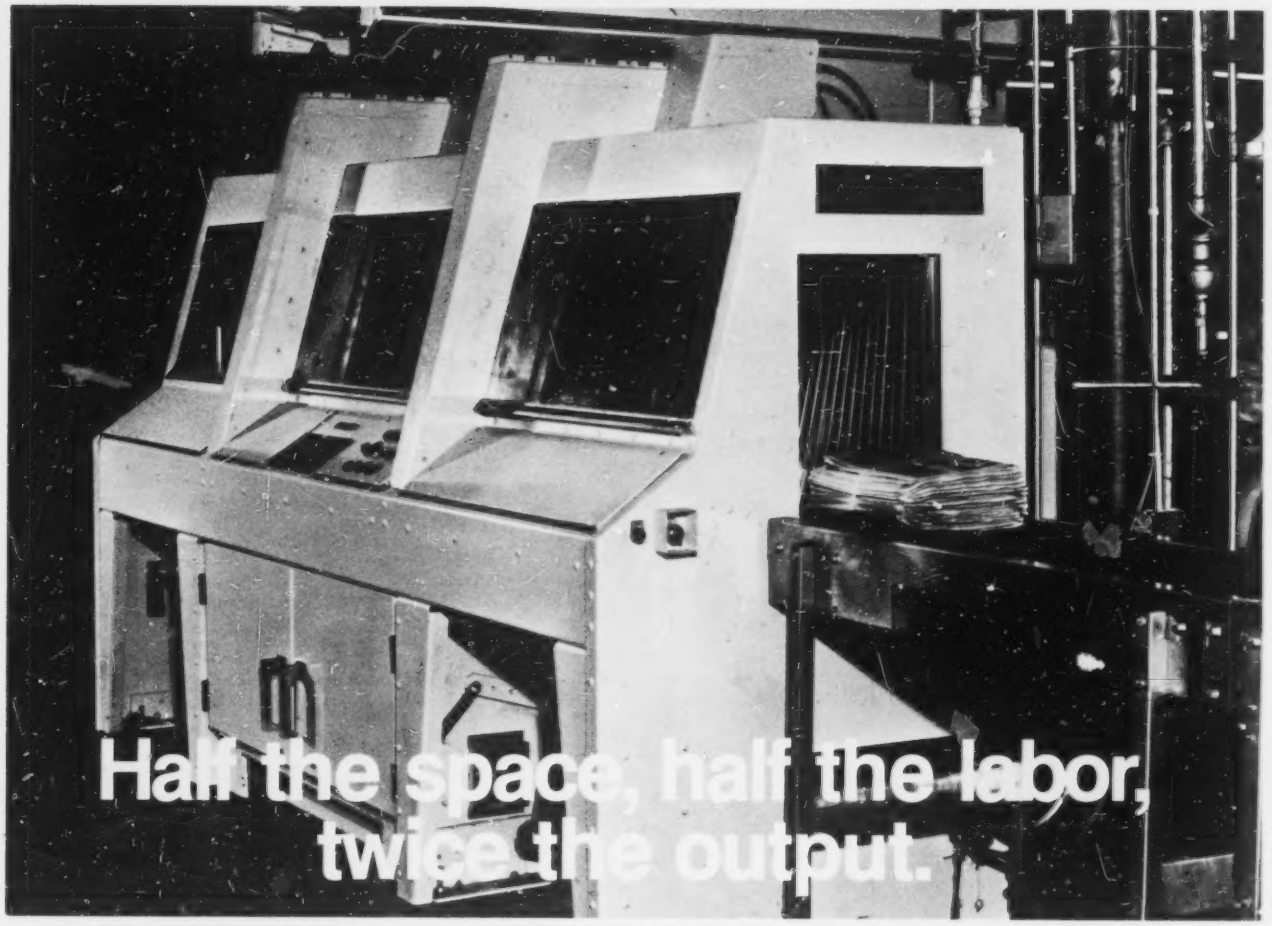
Seguin, Texas (circulation 5,496). Mike Graziola, publisher.

VALLEY MORNING STAR

Harlingen, Texas (circulation 24,772). V. Lyle DeBolt, Publisher.

New York Law Journal

Price Communications Corp., New York City, also publisher of the National Law Journal (combined circulation 47,000). Robert Price, President. □



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Jack Mann, Production Manager
The Telegraph

For its size (circulation 30,000), The Telegraph in the Nashua area of New Hampshire may be one of the most progressive papers in the country. Almost every department is thoroughly computerized to achieve maximum productivity. When the paper recently converted from letterpress to offset, it chose M.A.N.-Roland's UNIMAN 4/2 with production performance in mind.

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UP AND RUNNING at the Nashua Telegraph

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The Journal of the Newspaper Publishers Association
High-quality Free Papers Heighten the Competition
SPECIAL REPORT
Education Coverage Bursts Onto Front Page

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PARADE
MAGAZINE

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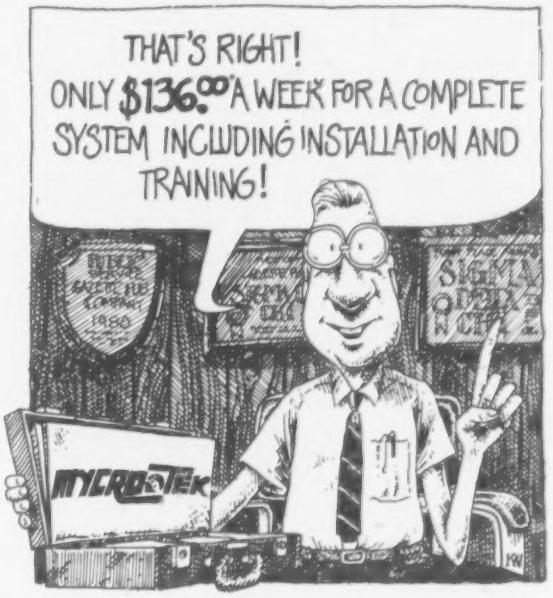

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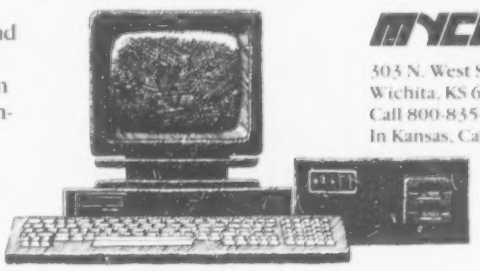

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presstime

INDEX VOLUME 7, NUMBER 9 SEPTEMBER 1985

Special Report *Many newspapers today are giving education stories front-page treatment. And there is a trend toward improving education coverage overall. Committed publishers and editors are behind many of the gains. High-profile reports exploring inadequacies in the education system are spurring additional in-depth articles. Here is a look at what some of the major issues are, how some large-, medium- and small-circulation papers cover the education beat, and a list of sources newspapers can tap to improve their reporting.* 20

Quality freebies *Not all free papers are shoppers. Some have high-quality editorial content and are giving their paid counterparts a run for their money.* 6

PC power *Local area networks that link personal computers are raising questions about the future of mainframe systems for small papers.* 10

Sunday newspapers *While daily newspapers have declined in number, Sunday papers have gone great guns in both number and circulation.* 14

J-schools and new technology *Judging from lackluster enrollment, students are not very interested in courses on videotex and services of that ilk.* 27

Helping people to read *Kansas City Star Co. is cosponsoring a program designed to stamp out illiteracy. Newspapers are a key teaching tool.* 28

Strike papers *Some newspapers have been put out of business by labor strikes. But some others have been started as a result of work stoppages.* 30

Profile: Gerald L. Grotta *TCU educator started as a Linotype operator and went on to become an editor and expert in media research.* 32

Essay: The educator's perspective *Donald Fry of The Poynter Institute gives some inside tips on how education reporters can best do their job.* 33

Labeling ink *Ink companies must either attach a potential-carcinogen warning label to containers of most news inks or use a more expensive oil in the inks.* 34

A cheaper road to color *Newspapers can get a good deal on a used scanner. But there are pitfalls for production departments to avoid.* 50

In-plant searches *The right of companies to protect their premises, including searches of employees' lockers and desks, bumps up against privacy rights.* 53

Sunday newspaper, p. 14

Education coverage, p. 20
(Cover photo by Maurice Rivenbark, St. Petersburg Times and Evening Independent.)

Quality freebies, p. 6

Advertising	46	Government affairs	34	Postal affairs	38
ANPA calendar	62	Letters	63	'Shoe'	44
ANPA news	63	News-editorial	42	Speeches	49
Chairman's corner	4	News research	45	Technology	50
Circulation	46	Newspaper business	59	Telecommunications	38
Education	40	Newsprint	47	Training	56
Employee relations	53	Overset	64	World press	39

CHAIRMAN'S CORNER

Some pennies for USPS thoughts about 1st- and 3rd-class rates

Our effort to bring about fairness in postal rates—particularly between artificially low third-class and overpriced first-class—is gaining attention and momentum. For example, this editorial in a recent Sunday edition of the San Francisco Examiner and Chronicle suggests how the Postal Service could solve the problem:

> We had not even used up all the stamps which the U.S. Postal Service printed before it decided on its last new rate (22 cents, it turned out) when rumblings came from Washington that *another* price increase looms.
>
> The 22-cent stamp was supposed to last four or five years, but reports that the Postal Service is losing more than $1 million a day can only be a harbinger of another rate hike.
>
> It's enough to make us long for that era when the prime qualification for being postmaster general was to have been campaign manager for the president of the United States—but when mail was delivered cheaply and quickly. The old Post Office Department—despite its political spoils atmosphere—offered twice-a-day delivery for a three-cent stamp, even without a ZIP code.
>
> To be fair, the Post Office enjoyed a near-monopoly while the present Postal Service has competition. Nationwide, there's UPS; in San Francisco, a bicycle corps of messengers handles much "mail" that the postman would have delivered decades ago.
>
> Postal Service officials say that the competition is unfair. UPS offers service only where profits justify it; the Postal Service must deliver everything and everywhere—and that's why it lost $500 million last year. What can be done?
>
> • The Postal Service pays clerks and carriers far more than qualifications and the marketplace require; private firms keep operating costs down in order to make a profit. Postal officials know that spiraling labor costs cause the deficit, but have made insufficient efforts to bring wages into line with reality.
>
> • The Postal Service has raised first-class rates out of logical proportion to cheap fees paid by the bulk mailers.
>
> To illustrate the uncertainties of postage, a newspaper trade group (ANPA) recently mailed three types of packets in San Francisco—with surprising results. Although a three-ounce first-class letter costs 73 cents, "pre-sorted" first-class costs 68 cents and third-class costs 8.3 cents—half of the cheap bulk mail was delivered as fast as first-class mail.
>
> The test mailing indicated that a letter to a friend or relative across town is handled with almost as much speed as unsolicited advertising, and the 22-cent postage helped defray the costs for junk mailers.
>
> Should the Postal Service charge a few more pennies for a postage stamp? No. A better idea is to spend a few less pennies per hour on workers—and charge several pennies more for bulk mail. That, or else we might consider returning to the days when "proper" political affiliation was considered the prime qualification for running a post office. There was some accountability and response to public criticisms, at least.

Richard J. V. Johnson
Chairman and President

ANPA

presstime

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SCRIPPS HOWARD NEWSPAPERS

FREE NEWSPAPERS

Quality products result in strong competitive force

BY C. DAVID RAMBO
presstime staff writer

On a recent Wednesday, The Enterprise of Winchester, Tenn., carried in its 14 broadsheet pages a full plate of local government and community news, local news photographs and an editorial on an ongoing regional topic.

In short, it looked like the thousands of other weekly newspapers found in small towns and suburban communities.

But there is a difference. It's free.

As such, The Enterprise is an example of a special breed of free-circulation, or voluntary-pay, newspapers: those that by the nature of their editorial quality are posing sometimes formidable challenges to paid-circulation newspapers.

There is no firm count of their number. However, executives in the free-circulation field give estimates ranging from several hundred to more than a thousand, depending on one's perception of what constitutes a quality free newspaper. Many of them have at least a portion of their circulation as paid.

Some executives say there could be even more editorially oriented free papers if free papers get permission—which some are seeking—to use relatively low, in-county, second-class-mail rates. That would decrease distribution costs and possibly help to expand editorial budgets.

Another factor adding some luster to free papers and heating up the competition with their paid colleagues is the growing recognition by some large communications companies that the "frees" are something they ought to have in their portfolios.

"Free-circulation newspapers for a long time, figuratively and literally, were throwaways," says Tom Grubisich, editor of The Connection, a 4-year-old free weekly in Reston, Va. Now, he adds, "high-quality, free-circulation papers are . . certainly not the exception."

Most observers agree that many free newspapers have evolved into a solid print media force that is attracting readers and advertisers.

"It's just one more piece of information in another form that gluts the market and competes for the readers' time," says Thomas W. Jobson, vice president and managing editor of the Asbury Park (N.J.) Press.

Editorial efforts. To an even greater degree than paid publications, free newspapers vary widely in editorial quality.

On one end of the spectrum are those that more strongly resemble shoppers than newspapers. In fact, some determine their editorial content partly on what they think will please advertisers.

Jobson notes that the free newspapers with which he is familiar "vacillate depending on their editors and how much effort they want to put into it."

Marketing consultant Richard L. Hare of Rochester, N.Y., says, "Sometimes editorial quality doesn't make a difference." In fact, some publishers of free papers view the light-news-only format "as a plus," says Hare, a former Gannett Co. executive. "There's no bad news" that could irk auto or airline advertisers, for example.

On the other end of the spectrum are free newspapers that are considered to be good, professional publications—well-written, well-edited and well-designed. They often run color.

An example of one of the better editorial operations is Greater Media Inc. of East Brunswick, N.J., which publishes four free newspapers and, according to Vice President/Publisher William R. Canino, has one reporter for each of about nine communities served. "We try to get somebody who lives in the community," he adds. The reporters "get to know as many people as they can."

Virtually all Greater Media writers have college degrees, and some have graduate degrees, Canino says.

His company's newshole runs about 30 percent, proportionately smaller than nearby, paid weeklies, he believes. "But more is not necessarily better," he contends. "We try to edit more tightly."

Many free newspapers provide a stepping stone for journalists in the early part of their careers.

"I try to encourage everybody who works here to move on," says Ron Bailey, publisher of The Enterprise in Winches-

Flier's Art Ross works on the front page.

ter, "because let's face it, we're not the epitome of journalism. We're a small-town weekly newspaper."

Bailey says he wants his staff to learn a little bit about all aspects of newspapering, from the business side to paste-up. His staff includes two editors, three reporters, one full-time photographer and one part-time photographer.

Bailey calls one of his writers an "investigative reporter." A night law school student, that person covers government, courts and police but also is given time to pursue some in-depth articles that complement routine coverage, the publisher says.

Not all free-newspaper staffers intend to leave, however.

Richard Aginian, president and chief executive officer of Suburban Communications Corp. of Livonia, Mich., with a dozen twice-weekly newspapers of mostly voluntary-pay circulation, notes that "some start out in a metro environment and join us in the latter part of their careers."

The Connection of Reston has three editors including a sports editor. It has two general reporters and a number of part-time writers who contribute a range of items from a calendar of events to columns on financial planning and children's books.

The 22,500-circulation paper was patterned partly after a quality free paper in another planned community, near Washington, D.C.—the Columbia (Md.) Flier, which produces about 160 pages per week with a circulation of 26,000.

Connection Editor Grubisich, a former Washington Post reporter who "cut my teeth" on the now-defunct New York Herald Tribune, says his goal is to produce "the most comprehensive, accurate and on-target" news product possible. "The emphasis is on hard news, hard news, hard news."

Efforts include a weekly "cover story" that often is accompanied by a sidebar. A recent issue of the tabloid-format paper carried a piece on the "commuter crunch" in western Fairfax County, Va. It included a graph showing how many thousands of cars travel selected roads in the course of a day.

The Connection in August started a new edition in Burke, Va.—another fast-growing Washington suburb.

For many free and voluntary-pay papers, good editorial coverage is becoming the rule.

Paid papers' response. The impact of such competition differs widely from market to market. And the response from paid newspapers is just as varied. Some try to improve their product, some just keep a watchful eye on their competitors, some are indifferent.

"We had to come to the realization that we weren't the only paper in town any more," says Sally M. Sutherland, general manager of The Reston Times. For more than a dozen years—until The Connection began—it was.

She acknowledges that The Connection "took some of our advertising bucks away," and "we don't expect them (the free paper) to go away now."

Steps to counteract the competition included an "overall" message to the staff to sharpen up. Specific action on the part of the Times—a weekly that sells for 40 cents a copy and claims an audited circulation of about 10,000—included starting a new total-market-coverage product called Times Extra.

In late August, the Times announced that starting Oct. 2, it will publish twice a week—Wednesday afternoon, the same publication time as The Connection, and Saturday morning.

It also said it will decrease its single-copy price to 25 cents, perform a "complete redesign" and will run color.

But Sutherland claims that when it comes to editorial quality, there is "no comparison." The Times has a better news product mainly because The Connection "can't cover as much," she says. The Connection is "more into a shopper philosophy," emphasizing "light" material, while "our philosophy is to cover the news" and offer a good dose of features besides. "We give it all," she says.

Grubisich takes strong exception to his paper's being characterized as having a "shopper philosophy." He says one reason The Connection has been able to take root and be profitable is that the Times is unable "to connect closely with the community and to become the bible of the community." It "does not provide the standard of editing and editorial judgment that readers demand," he says.

While the claims from both sides are somewhat predictable, they illustrate how heated the competitive environment can become when an ambitious free paper takes on an established paid community paper.

In other markets, competition usually is played out in a cooler setting.

"What do we do about them? We do a job, seven days a week," says Watson Sims, editor of The Home News of New Brunswick, N.J., that competes with free papers from Sentinel Publishing Co. and with other paid and free publications.

But Sims says while he's "aware" of the free competitors and knows they are "better than many (other) free-circulation papers . . . I don't really read the free papers."

James Enright, general manager of The Home News, says, "It's not something I lose sleep over."

The Sentinel papers probably are "drawing some advertising dollars from us" but are not major competitors, Enright says. "I would be more concerned if

they were meeting needs that we weren't meeting."

And in Winchester, Tenn., The Herald-Chronicle, a paid semi-weekly, says it is not overly bothered by The Enterprise. "I hate the term, but we are the paper of record," says Editor Jim Morse. It claims not to have changed its ways since The Enterprise began.

Still, Morse adds, "I like competition. I think it keeps everybody on their toes."

A more subtle threat. Besides the home-front battle, free-circulation newspapers are posing another challenge that some observers say could rock all print media. It is the fight of four free papers to overturn postal rules prohibiting their use of in-county, second-class mail, which has been reserved for publications that are paid for or requested by consumers.

Free papers that choose to be delivered through the mails generally must use the more expensive third-class category. This also requires many broadsheets to go to an additional expense of quarterfolding.

Paid newspapers see the challenge as a threat to the distinction between all second- and third-class mail, and fear losing their subsidized, in-county rates.

The Enterprise spearheaded the contest and won a first round in U.S. District Court. A judge said the free weekly is a legitimate newspaper and ordered the Postal Service to give it second-class mail service. The U.S. Postal Service, supported by ANPA, appealed to the 6th U.S. Circuit Court of Appeals. That court heard arguments Aug. 7.

Pending elsewhere are similar court cases brought by other free papers—Times Publications Inc. of St. Louis and Gulf Times Inc. of Beckley, W. Va.

Tri-Parish Journal Inc., parent company of the free River Parishes Sun of LaPlace, La., has filed a complaint on the same issue with the Postal Rate Commission [presstime, July 1985, p. 56], which was to hear the matter Aug. 26.

Bailey of The Enterprise believes that if the rules are overturned, the number of free-circulation newspapers "would go up four or five times." He says there are hundreds of free publications that are "attempting to be" newspapers but which lack a budget to be much more than a shopper with light feature fare. "The economic feasibility" of producing a full-fledged news product becomes greater as postal costs decline, according to Bailey.

Whatever the outcome, observers say free newspapers will continue to be part of the media melting pot.

Part of the reason is that a good number of them are being bought by large media companies.

There are no statistics, but observers point out that many free newspaper companies were founded 20 to 30 years ago, in the post-World-War-II period. The owners, now getting on in years, are beginning to relinquish control.

"The generalization is that there has been a tremendous shift from entrepreneurial to professional management," says Stephen F. Rose, president and co-publisher of Sun Publications Inc. of Overland Park, Kan. "They have either sold to chains or have turned [their companies] over to professional management."

Rose believes the trend will continue. The chains have "run out of dailies" to buy, he says, so "they've turned to these [free] weekly papers." □

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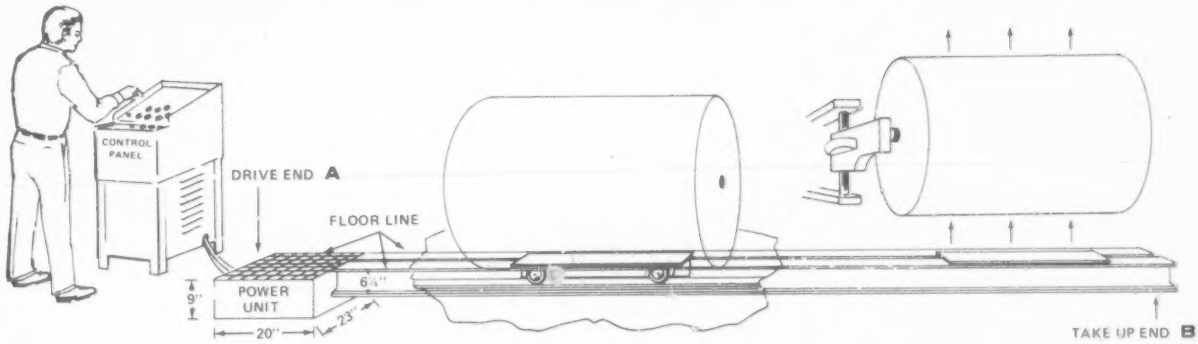

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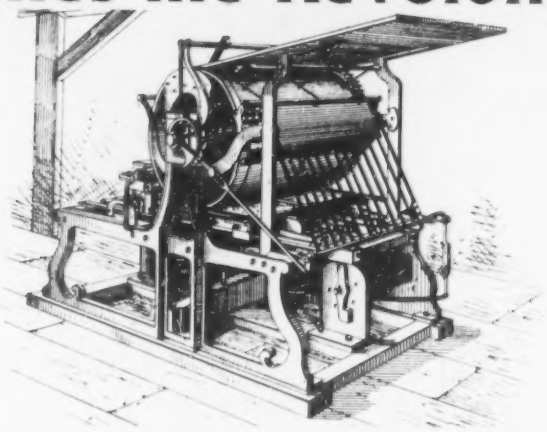

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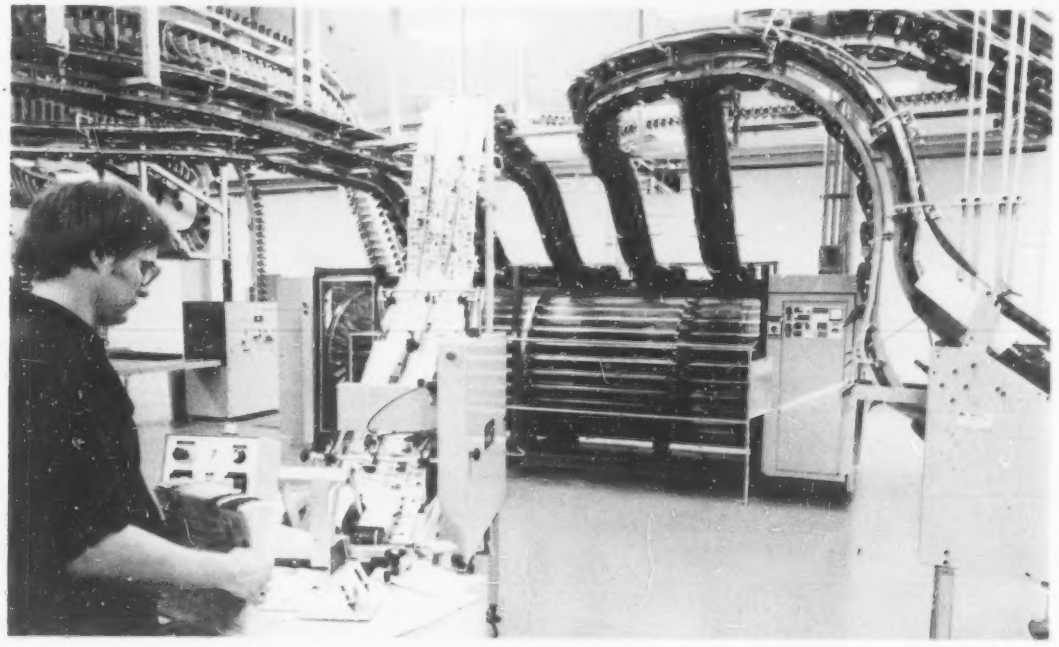

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First in automated Processing Systems

PC-based networks grow as alternative to big computers

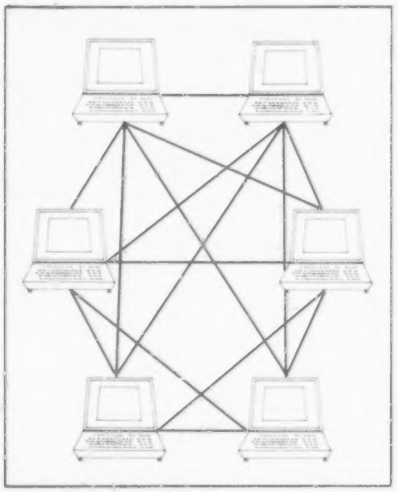
BY PAUL KRUGLINSKI
presstime technical writer

Personal computers tied together in local area networks are no longer a newspaper novelty. Increasing numbers of vendors are joining PCs for editorial, classified and business applications. And more newspapers—particularly smaller ones—are finding such networks appealing because of the flexibility and other advantages they offer.

Local area networks, or LANs, are composite systems where sundry devices such as PCs, hard-copy printers and typesetters are linked, usually by coaxial cable, and function as a unified system [presstime, Feb. 1985, p. 11]. Data are passed from one device to another via the cable in what is called "packet switching."

The network software and a file server—a computer that manages the files and directories of information for the LAN—act as a traffic cop, directing data to the appropriate PC or peripheral equipment such as a laser printer.

LAN systems are an alternative to mainframe computer systems, where terminals and peripherals are connected to a central processing unit.



Each PC in a network retains its own computer power. If one fails, others keep operating.

For smaller newspapers, PCs in a networked system are more than enough to meet the need, according to Stephen B. Waters, vice president and corporate secretary of the Rome (N.Y.) Sentinel Co. "Better than 80 percent of the daily newspapers in the United States are under 50,000 circulation," he says. "We don't need more (computer) power. We don't have larger databases."

Because LANs are not CPU-dependent, if one or more of the PC terminals fail, the system will keep humming, Waters notes. Newspapers using LAN systems also cite these other advantages:

- The hardware usually consists of off-the-shelf equipment (terminals, cables and connectors) that can be purchased or leased through local PC dealers. Frequently, but not always, a newspaper can use the local dealer for hardware support.
- The same LAN and hardware can be used for editorial, classified and business operations, eliminating the need to buy and maintain separate systems. If a PC malfunctions, one from a different department can be used as a replacement.
- With some LANs, the newspaper need not discard its antiquated system. Pieces of the old front-end system can be used in the new, LAN-based system.
- LANs are ideal for remote bureaus because they can serve as subsystems for a newspaper's computer operations and do not tax the main system.
- Several LANs can be tied together into much larger networks. Hence, several jointly owned newspapers can share data and equipment.

On the minus side, LAN systems can be slower to process information than CPU-based systems, depending on how the network is configured.

"If you have an awful lot of nodes (terminals and peripherals) on the system, they tend to compete with each other," says Douglas S. Stivison, associate editor of the Seybold Report on Publishing Systems.

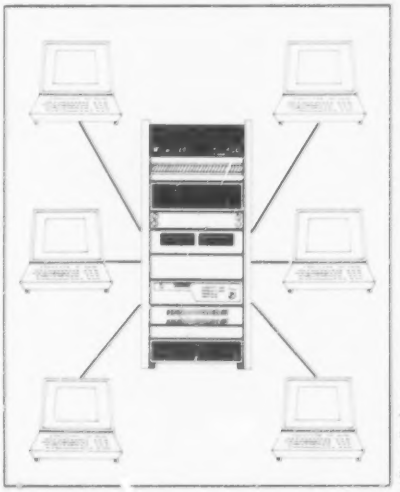
Several vendors are developing LAN systems. CText Inc. of Ann Arbor, Mich., Concept Publishing Co. of Beaver Dam, Wis., Titus Communications of Dallas and Teleram Communications Corp. of Silver Spring, Md., appear to be the furthest along in providing LAN systems to newspapers, Stivison says.

Each vendor's network differs from the others.

CText. The CText system has drawn the most interest, according to Stivison and some other experts. It was designed for both newsroom and classified advertising applications.

CText is what is known as a "value-added dealer" of IBM personal computers: It sells the PCs and also makes and markets software for them. This year, the firm also began offering its own, less expensive personal computer, compatible with IBM PC software, for use on the network.

Wehco Media Inc. of Little Rock, Ark., installed one of the first CText systems at its El Dorado (Ark.) News-Times (morning, circulation 11,205) about a year ago, according to Bob Barnes, Wehco's chief engineer. "It's developed into a pretty nice system we've been using for the last three months," he says.



Alberto Pacheco

Conventional VDT system relies on central computer.

Star-Ledger reporter uses Teleram PC to write story (left). Zilog microcomputer (right) manages network.

The El Dorado CText system, which drives a Mergenthaler Linotron 202 typesetter, consists of nine newsroom and three classified IBM PCs for text entry, two IBM PC XT terminals with 30-megabyte disk drives that function as file servers, one PC that receives wire-service copy and another that is used as a composition terminal for hyphenation and justification. The system, which Barnes says cost about $150,000, replaced one developed in-house by his company.

Barnes says the CText system took longer than expected to put into operation because of problems that developed in integrating the editorial and classified functions. Eventually, the networking software had to be changed, from 3Com to Novell, to accomplish that end.

"They (CText) have a very nice classified package," Barnes says. "We wanted to get the editorial and classified programs working together."

While the News-Times staff had to make adjustments to it, Barnes says, reporters and editors generally are pleased with the system. "They like it and took to it fairly well," says Barnes. "They enjoy the flexibility and speed of the system" compared with the El Dorado paper's previous home-grown system.

Based on the success of that initial installation, Wehco this month will install CText network systems at two other Arkansas dailies it owns—the Camden (Ark.) News (evening, circulation 6,136) and Magnolia (Ark.) Banner News (evening, 4,520).

Eventually, Barnes says, all six of Wehco's smaller papers will have interconnected network systems. The advantages of such a large network, says Barnes, will include sharing equipment such as typesetters and using a common electronic bulletin board for news and corporate communications.

"The flexibility and idea of using the same piece of equipment for different applications appealed to us," he says. "Particularly in smaller newspaper applications, networking appears to be the way to go. You're not tied down to a mainframe."

George B. Waters, editor and publisher of the Daily Sentinel (evening, circulation 19,499) in Rome, N.Y., echoes many of Barnes' sentiments when speaking about his newspaper's $270,000 CText system, which is a network with 30 PC terminals and three 40-megabyte PC XT file servers. The LAN replaced an optical-character-reader-based system.

"It offers much more diversification and utility," Waters says. "This offers us versatility. What you have is constant cross-communications between editor and reporter. And it was easy to install and learn."

One negative aspect was the 17-percent failure rate for the IBM equipment, Waters says. But on a positive note, virtually all the equipment can be serviced locally. "That's an important point for smaller newspapers," he says.

Before settling on CText, the Daily Sentinel approached vendors of mainframe systems but found none that suited its needs. "Most of the systems were designed for larger newspaper operations and were bastardized for smaller newspapers. Consequently, they were never quite right," Waters says. "This system was designed for smaller newspapers," he adds, although noting that "it can be expanded for larger ones."

Concept Publishing. The LAN system marketed by Concept Publishing has direct ties to a newspaper company. The firm is a subsidiary of Citizen Publishing Co. Inc. in Beaver Dam, Wis., publisher of the Daily Citizen there.

Concept Publishing's system uses the Apple IIe personal computer instead of the IBM PC, but it works much the same way as the CText system and offers many of the same benefits.

The News-Gazette (evening, circulation 5,000) in Winchester, Ind., has been using a Concept Publishing system successfully for about one year, according to Mark A. Conover, associate publisher.

The system, which cost about $40,000, consists of six Apple PCs for reporters and editors, another one for receiving low-speed UPI wire stories (it can be upgraded to high-speed), still another that drives one of two Titus LaserSetter Model I printers, and a Corvus Omninet file server with five megabytes of hard disk storage. The newspaper switched from a tradi-

Laser printers challenge cold type

Cold type, the process of setting type on silver-based photographic film, could be heading to the same burial ground as the hot-metal typecasting process it replaced—at least for smaller newspapers.

The News-Gazette of Winchester, Ind., is using Apple IIe PCs and a Titus LaserSetter Model I laser printer to set text, cutlines and heads on plain bond paper.

The News-Gazette has been using the network system for entire editions since June, according to Mark A. Conover, associate publisher of the 4,986-circulation daily.

"We decided that (plain-paper laser typesetting) was the direction the newspaper industry was moving toward," says Conover.

"Since the introduction of photocomposition in the 1960s, this is the first technological advance that has reduced the cost of producing a (small-circulation) newspaper," he says. "It's a cost savings we will realize for a long time to come."

The Titus Communications system consists of the $6,000 laser printer that sets the type and a $2,500 controller that performs hyphenation and justification for the printer.

The News-Gazette started looking into the laser printer when it decided to replace its antiquated Harris typesetter, says Conover.

Titus Communications says that for a paper the size of The News-Gazette, the system's pay-back period is six to 12 months, based on the savings in film and chemicals alone.

Also since June, Rob Woodsin, publisher of the South Pittsburg (Tenn.) Hustler, has been using Apple Computer Inc.'s LaserWriter printer to set text, headlines and some advertising for his 3,400-circulation weekly. He's so pleased with the system that he plans to sell the paper's Compugraphic equipment.

Woodsin's $15,000 system consists of two Macintosh PCs and the LaserWriter bond-paper printer.

The paper's reporters use a half-dozen Radio Shack Model 100 portable computers to write stories. Woodsin wrote a software program that allows the article files to be transferred from the Model 100s to a Macintosh that drives the LaserWriter.

"This is going to revolutionize the small newspaper industry," Woodsin says of the technology. "It's a massive change. . . . And we will not go back (to traditional typesetting) because the savings are there."

Woodsin reports that there are currently some limitations with the system in the area of character resolution, font availability, and hyphenation and justification, but he expects them to be addressed in the next generation of software.

Meanwhile, The Electronic Publisher, a value-added retailer of Apple equipment, has begun marketing a $15,000 Macintosh-LaserWriter system that is specifically designed for publication work.

Patrick J. Morgan, president of The Electronic Publisher and publisher of The Daily Standard in Excelsior Springs, Mo., says he developed The Profitable Newspaper, a business software package for smaller newspapers, and MacMatbook, an electronic database of original clip art for advertising.

Thus far, orders exceed availability, Morgan says. "I can't keep up with the demand." —*Paul Kruglinski*

tional Compugraphic CompuEdit typesetter to the LaserSetters in June. (See sidebar, above.)

Concept Publishing also provided text-editing and networking software.

"They (Concept) custom-made the system for us," Conover says. "We told them what we wanted, what typefaces we had, and they designed the system around our needs."

The Apple system replaced a front end consisting of two Harris terminals and a CompuEdit typesetter, Conover says, but both Harris terminals and the typesetter have been used within the network.

Reporters give the Concept Publishing system high marks, he reports.

"What we tried to do is make the system as easy as possible," he says, "so that there would be a smooth transition from the old system, and it would be easy for our reporters to learn."

Any of the Apple terminals can be used with off-the-shelf programs, but the card to the Corvus network must be removed to do so. There is no electronic-mail feature in the current system.

As with other off-the-shelf PC networks, Concept Publishing's offers some hefty benefits in versatility and service support. "Everything is interchangeable: They're all Apple computers," notes Conover.

"Another great thing is service," he says. "If the computer breaks down, you take it to your local Apple dealer. If he can't fix it, he'll lend you a replacement computer. It's not like dealing with a Compugraphic or a Harris, where the service center is hundreds of miles away."

The News-Gazette does not use a classified program on the network, although one is available for it.

Titus Communications. The System ZX network marketed by Titus Communications is one of the older LANs, with several installations having been made over the last few years. The thrust of Titus's marketing efforts has been toward providing expansion for newspapers with existing front-end systems that have reached capacity or become obsolete.

In the Titus arrangement, the software and central processor are replaced with the firm's programs and file servers. The terminals are then converted into "nodes" on the system, much the same way The News-Gazette sometimes uses its old Harris terminals on the Apple system. Newspapers can add Titus SORD personal computers to the network to increase capacity.

The Belvidere (Ill.) Daily Republican (evening, 6,000), which purchased a $35,000 Titus system four years ago, provides an example of such a configuration.

That system, which is based on what is known as LifeNet 16 network software, was designed initially for four terminals but reached eight by the time it was installed, according to Joe Siccardi, business/production manager. Since then, the system has grown to include various components and parts, including two CompuEdit, two Harris and five Hazeltine 1700 terminals, six Titus SORD PCs, and a 40-megabyte file server. The paper is also using the SORDs to run Titus business programs.

Siccardi says the newspaper has been upgrading the software over the years, adding both Titus and non-Titus programs. Currently, the daily is running its editorial, business and classified programs on the system.

The system also handles the paper's expanding commercial typesetting operations. "It's given us an opportunity to expand our commercial typesetting without adding staff," Siccardi says. "It's opened up other areas of business for us."

Titus this year introduced a second LAN, based on the IBM PC. The company says the network, which costs $20,000

without terminals, can handle up to 64 users—twice the capacity of its System ZX. The basic System ZX, including the file server and software, costs about $20,000 without any terminals. Systems for up to 10 users can be purchased for $8,000.

Teleram Communications. Like the Titus network, the Star Link system marketed by Teleram Communications can accommodate different PCs. The system is based on AT&T-developed Unix network software, Zilog file server with 52 megabytes of hard-disk storage, and Teleram T3100 portable terminals with bubble memory.

An 18-terminal system with two Zilog file servers and four modems costs $130,000.

Unlike the other vendors, Teleram has succeeded in marketing its LAN to a large newspaper for use in remote bureaus.

The Star-Ledger of Newark, N.J., (morning, 434,804) has installed two Teleram systems at its Trenton and Morristown bureaus within the last year and is installing a third in its Somerville bureau, according to Bob Himmelman, a technical consultant to the daily.

(There is a corporate link between The Star-Ledger and Teleram. The Star-Ledger is owned by Newhouse Newspapers, and another Newhouse property, The New Yorker Magazine Inc., has a 24-percent interest in Teleram.)

There are eight terminals in The Star-Ledger's Trenton bureau and two others in its workspace at the state Capitol building across the street. The latter are connected to the Star Link network via a dedicated telephone line. Additionally, the system uses a dot-matrix printer for producing hard-copy printouts and a modem for transferring stories to the Composition Systems Inc. mainframe in the Newark main office.

Himmelman points out that all the software required for the system resides within the terminals at the bureaus. Thus, the bureau's system is not dependent on the Compositions System computer at all: Reporters send stories to the copy editor, who then sends the files to the CSI system.

The Teleram system can be used with any PC, but The Star-Ledger elected to use the T3100 portables. Himmelman says they offer several advantages over other PCs. For instance, they can be plugged into CRT displays and used as conventional terminals. Or, because of their portability, reporters can detach them, carry them to remote sites and transmit stories by telephone to the Star Link system.

Among computer and newspaper executives, the belief is that personal computers will become more common at smaller newspapers. "I think you'll see a lot of networking in the future."

Because the T3100s rely on bubble memory—where data are stored in the PCs themselves—if the power fails, "which happens quite frequently," editors can send stories to Newark using the PCs' battery power and the built-in acoustic modems, Himmelman notes. "Every story is automatically backed up on bubble memory."

According to Teleram, the network can provide added versatility by allowing reporters and editors to use other PCs and off-the-shelf software for spreadsheet functions and database management. Star Link also provides an electronic-mail feature for passing messages from one terminal user to another.

Himmelman reports there are still glitches in the system, however. "At the time it went in (to Trenton)," he says, "a lot of development work had to be done to it. Not all the bugs have been worked out yet." One example is that the screen tends to freeze up sometimes when reporters try to insert copy at the bottom of the screen.

The trend toward networking PCs for newspaper applications is not limited to front-end vendors. This year, Whalen Computer, a business software vendor, rewrote the programs it had been using on Datapoint mainframe computers to run on IBM and AT&T PCs in a network configuration. One of the marketing points Whalen makes about its network is its ability to use the data contained within the newspaper's business software in off-the-shelf spreadsheet programs.

Among computer and newspaper experts, the belief is that personal computers tied into LANs will continue to become more common at smaller newspapers [presstime, June 1984, p. 12]. Despite past limitations of local area networks, Seybold's Stivison says, "they are getting better."

Adds Barnes of Wehco Media: "I think you'll see a lot of networking in the future." □

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Sunday editions boom

BY BARBARA J. FRIEDMAN
presstime staff writer

In the land of newspaper circulation, there is a boom town, and its name is Sunday.

The potential for financial success is so strong that newspapers—some with circulation as small as 8,000—keep moving there in droves.

It's a colorful place with side streets such as sports, lifestyle, the TV book, the magazine and other bits of a mosaic designed to appeal to the diverse tastes of about 110 million Sunday-newspaper readers in the United States.

The rapid growth in the number and reach of Sunday newspapers contrasts with the slow but steady decrease in the number of dailies published weekdays and the relative stagnation of weekday circulation.

Sunday papers have proved to be so successful, in fact, that a few newspapers—fearing some Sunday growth has come at the expense of weekday editions—have stopped offering Sunday-only home delivery [presstime, Jan. 1985, p. 40].

Since 1975, 144 Sunday newspapers have begun publication in the United States—a 22.5-percent increase. During those years, Sunday circulation increased by 6.5 million, or 12.6 percent despite the demise of several metropolitan papers with Sunday editions.

In Canada, the number of Sunday newspapers tripled from 1976 to 1984, jumping from four to 12. And circulation more than doubled to 1.9 million.

Like many others, Russell A. Barcroft, president of the International Circulation Managers Association, expects more increases in Sunday newspaper sales. "I'm looking for continued growth in that area," he says.

Of the seven U.S. and one Canadian newspapers that have scheduled or initiated Sunday start-ups so far this year, all but one publish their weekday editions in the afternoon, and all but one had recent circulation under 30,000. In 1984, the breakdown was similar.

Measured against standards set since 1975, the number of 1985 start-ups scheduled or begun will not turn any heads.

The biggest net gains in the number of Sunday newspapers in recent years came in the late 1970s and early '80s [presstime, Feb. 1981, p. 46].

According to figures covering U.S. dailies compiled for the annual *Editor & Publisher YearBook*, there were net increases of 18, 28, 24, 15 and 20 Sunday newspapers in 1977-81, respectively—numbers unmatched since.

From 1975 through 1984, according to E&P figures, U.S. Sunday circulation increased every year, although those hikes were erratic, ranging from a low of 0.6 percent in 1980 to a high of 3 percent in 1978. By the end of last year, the 783 Sunday newspapers in the United States had risen in circulation to 57.6 million.

Those papers are absorbing a growing portion of many companies' budgets and energies, says Barcroft, executive vice president of the Santa Barbara (Calif.) News-Press. The Sunday newspaper is "a showcase for the rest of the week."

Testing ground. With the disappearance of "blue laws" in many places, Sunday has become a popular shopping time. It's "the fastest-growing shopping day in the week," says Sterling Dimmitt, president of the Sunday Magazine Network, which sells national advertising in client newspapers' locally edited magazines. Those magazines, which are published by newspapers with circulation of 100,000 and up, have a readership of nearly 53 million adults, according to the Sunday Network.

Linda Vaughan, the network's marketing director, says that Sunday is also the lightest reading day for other magazines, and that Sunday morning television shows have some of the week's lowest ratings.

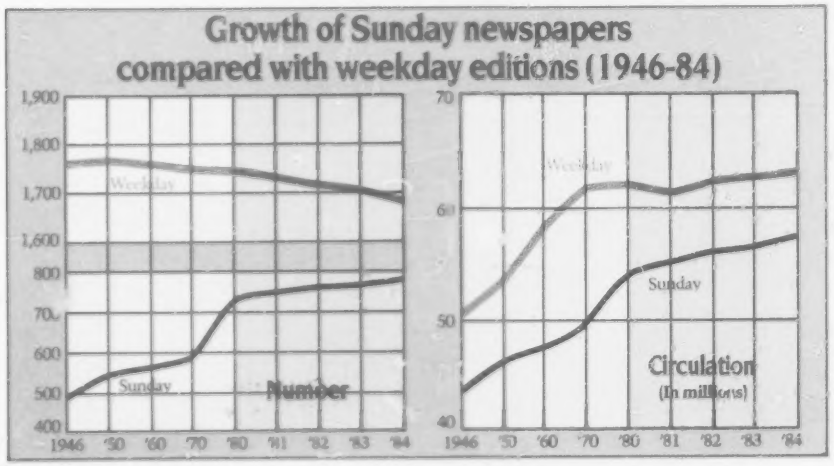
ICMA's Barcroft notes Sunday is the only day that direct mailers cannot offer clients delivery.

These factors and more have made Sunday a newspaper-industry testing ground. For instance:

• Since May 5, the St. Louis Globe-Democrat has offered its Sunday edition free to readers in an effort to compete better against its stronger rival, the St. Louis Post-Dispatch. Richard H. Amberg Jr., the Globe-Democrat's general manager, says Sunday circulation is about 400,000, approximately double the paid weekday circulation.

The Post-Dispatch reports that the Globe-Democrat's latest Sunday venture has not dented its paid circulation. In fact, a spokesman says that on Aug. 11, Post-Dispatch Sunday circulation was up 10,915 compared with the corresponding Sunday a year ago, and advertising gains included a jump in ROP pages from 156 to 180 pages.

• Gannett Co. bought the Sunday magazine supplement Family Weekly and turned it into USA Weekend, which will first appear Sept. 8. Many described the prototype as a clone of USA Today, and



Alberto Pacheco

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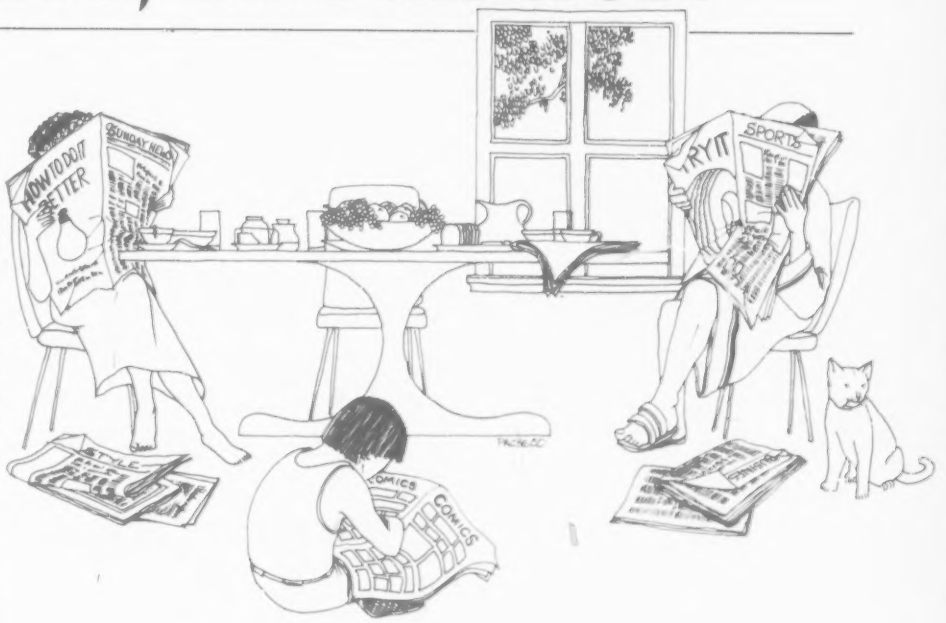


some local newspapers dropped the supplement as a result [presstime, Aug. 1985, p. 61].

• Harte-Hanks Communications Sept. 8 will start a Sunday magazine, Texas Weekly, which will appear in the company's 14 Sunday newspapers in Texas. Gary Schorts, Harte-Hanks vice president for marketing, says the company had contemplated the move for some time and speeded up the project partly in response to the debut of USA Weekend. The new magazine replaces Family Weekly at eight of the Texas papers. Harte-Hanks expects to add newspapers owned by other companies to Texas Weekly's subscription list, Schorts says.

• The Los Angeles Times Magazine, whose premiere issue will be delivered as part of the Sunday package Oct. 6, will be a consumer-sized magazine similar to Time and Sports Illustrated. The first issue will be 184 pages with 55-percent advertising content.

The Sunday Chronicle and Examiner of San Francisco also will unveil a consumer-sized magazine Oct. 6.

While many newspaper executives agree that advertisers like Sunday, apparently no one is keeping nationwide figures on how much advertising the day gathers. Charles Lehman, survey research manager at the Newspaper Advertising Bureau, can recall only one survey on the question.

An NAB survey found that 71 percent of the 572 newspapers responding said in 1983 they carried a heavier volume of department store advertising on Sundays than on any weekday. Sixty-five percent said they carried more general merchandise advertising on Sunday.

Another NAB study, but one that covered only 164 papers—all of which had weekday circulations of at least 100,000—tracked the bulk of individual Sunday editions. It found that a typical metropolitan Sunday paper grew from an average of 177 pages to 265 pages between 1977 and 1983—a 50-percent increase in pages. Meantime, a typical daily's weekday editions grew by about a third.

Contributing mightily to this increase in Sunday-paper bulk were inserts, which grew by 147 percent compared with the 32-percent growth reported for Sunday run-of-paper advertising. The analysis found that inserts now account for 20 percent of the page volume of the typical metro Sunday paper [presstime, March 1985, p. 8].

In 1980, NAB conducted a different kind of research covering six Sunday papers in five types of markets. It sought to produce a profile of the typical Sunday reader. The results showed: He or she is a person who reads the paper at home and likes to share it with other family members, who reads for news but also for relaxation and advertisements, who prefers Sunday editions because there is more time to read and who is a regular weekday newspaper reader.

Lehman, who wrote the report, says he believes that profile still applies.

Recent examples. Executives of newspapers that have launched Sunday editions in recent years describe various motives for doing so: to satisfy advertisers, to lure readers from Sunday papers published in other areas, to attract readers who have not previously bought a Sunday paper because none was available with local news content, to become a regional newspaper, and to shorten the gap between the time editions appear on Saturday and Monday.

Sunday has become a popular shopping time. It's "the fastest-growing shopping day in the week."

Five newspapers that began Sunday editions in recent years were interviewed by presstime and indicated that the perceived benefits were strong enough to balance the trouble, costs and risks—including the risk that extra revenue might appear slowly and at the expense of weekday editions.

While the five newspapers did various degrees of planning—ranging from commissioned marketing surveys to an informal poll of staff—luck also played a role in Sunday kickoffs.

The Centre Daily Times of State College, Pa., had the good fortune to start its Sunday edition in 1982 as the hometown Penn State University football team began its drive toward a national championship. The Nittany Lions' Saturday victories made good Sunday reading for fans.

The Republic of Columbus, Ind., had the bad luck to print its first Sunday edition last month, just before the town's main employer announced large, perma-

nent layoffs.

General Manager Don Bucknam says if the layoffs had occurred earlier, the Republic would have temporarily delayed the launch. As it is, he says, 'We'll probably take more licks during this particular time than our projections would have showed."

Even when luck is on a newspaper's side, there is no guarantee of instant profit.

James McKearney, vice president for marketing at Ingersoll Publications, has a personal rule of thumb about the profitability of Sunday editions. McKearney generally expects to wait two to three years for the "turnaround" that makes a Sunday paper profitable on its own, although he qualifies his rule by saying emphatically that newspaper markets and operations are often different, and that no business situation can be reduced to a formula.

That qualification is illustrated by the experience at some papers with recent Sunday launches.

In Columbus, the Republic increased its staff from 108 to 119 full- and part-time employees.

It decided to go to Sunday publication after ascertaining that 70 percent of the households in its circulation area were not buying a newspaper that day, General Manager Bucknam says.

Also, he says, advertisers increasingly track sales by using computers programmed to consider Sunday as the week's first day. So, if a newspaper does not have a Sunday edition to help a store boost sales that day, a local manager can look bad in regional store-to-store comparisons.

Advertising for chain stores is increasingly being bought regionally, Bucknam adds, and "they're definitely thinking Sunday."

The Republic distributed about 25,000 free copies every Sunday in August and this month was to begin charging for the paper. Subscribers can only receive it as part of a seven-day package. Most of the retail Sunday advertising so far is "switch" from other days, but classified sales are reflecting new inches, Bucknam says.

In Wausau, Wis., where the Daily Herald published its first Sunday edition March 17, the newspaper budgeted a 12-percent increase in expenses to cover the start-up and initial operations, according to Controller Bob Melang. The expense included additional staff, a heavy promotion campaign costing more than $50,000 and three weeks of free Sunday samples.

Delivery operations had to be expanded to cover the newspaper's reach into four additional counties. Another price of the regional focus, Melang says, was the monthly telephone bill, which more than doubled to $4,800.

But Richard J. Barrett, the Herald's advertising director, says retail and classified advertising more than met initial goals for increases in inches. Still, Melang says, "We anticipated profitability early in the game, but it didn't come true. . . . I couldn't say we are there yet." Unexpected cost "has been our biggest pitfall."

But Melang expects the Sunday Herald—the 62nd Gannett paper to publish on Sunday—to present "a very profitable picture" once the initial startup period ends.

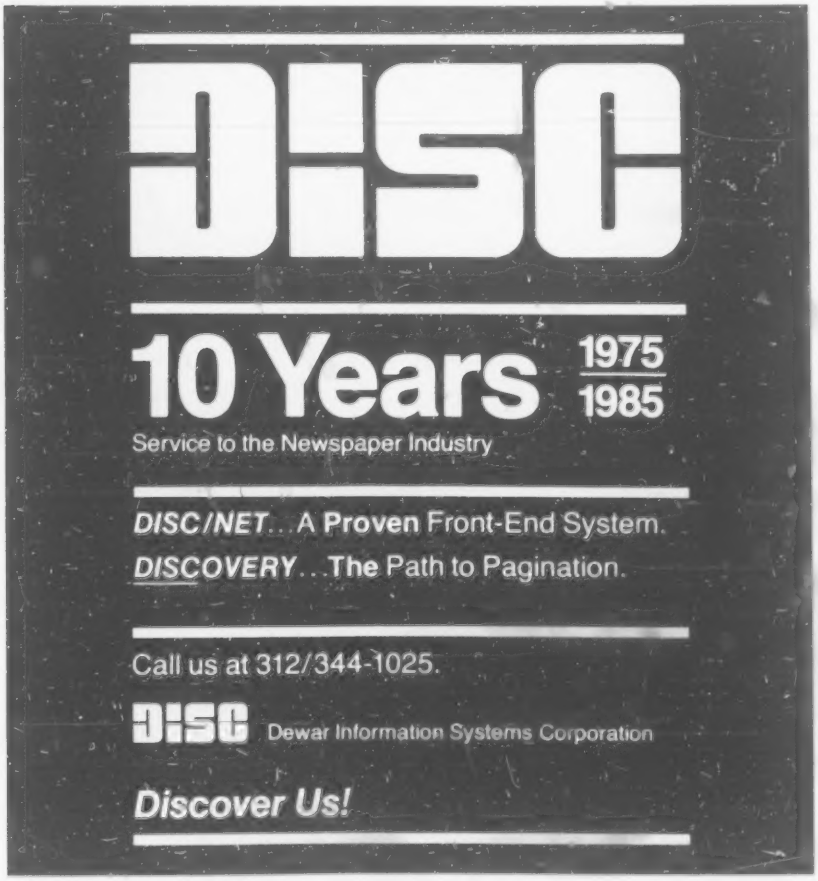
The launch of the Centre Daily Times had a few twists in addition to its serendipitous timing with the success of the Penn State football team. First, the newspaper, which is owned by Knight-Ridder Newspapers Inc., had to design a Sunday newspaper that would appeal to two distinct customer groups: one identifying with the nearby university and the other with the area's farm economy.

Publisher Robert E. Orkand says the job was "to construct and shape a newspaper that could reach out and appeal to people on both sides of that line with the great meeting ground being Pennsylvania State (University) athletics."

The Daily Times, which publishes in what Orkand calls "a hotly competitive area," also dropped its Saturday newspaper the day before the first Sunday edition appeared. Even so, the newspaper added the equivalent of eight full-time employees, a staff increase of 6 percent.

Aided by a boost from the championship football season, a Sunday advertising-rate premium and the removal of the Saturday edition, the Daily Times earned an operating profit of 19.6 cents on each dollar of Sunday revenue during the four months the Sunday paper was published in 1982, Orkand says.

But the newspaper had not figured on customers' loyalty to Saturday. "We caught hell from our readers," Orkand says. So on Jan. 8—about four months after the Sunday launch—the Daily Times revived its Saturday newspaper. □



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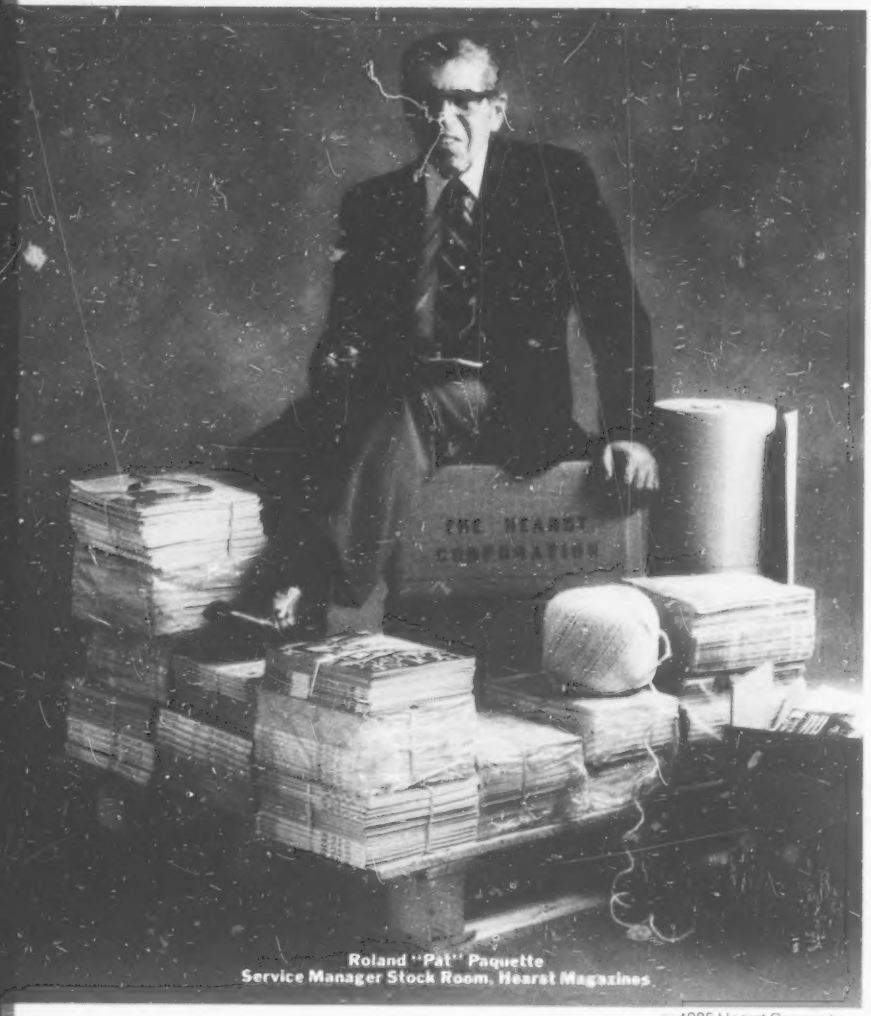

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REPORTING ON EDUCATION

NEWSPAPERS AND THEIR READERS BENEFIT WHEN THE 'SCHOOL BEAT' IS A TOP PRIORITY.

BY BETTE S. ORSINI

Orsini, a Pulitzer Prize-winning investigative reporter on the St. Petersburg Times, specializes in covering education, poverty and human needs. She won a 1979 Ford Foundation Fellowship in Educational Journalism, with which she studied depression and suicide among college students. A former president of the Education Writers Association, she recently was "education writer in residence" at the University of Maryland College of Journalism.

The issue of how children are to be taught in school has broken onto the front pages of America. And if your newspaper has not yet seen fit to place it there, you are denying your readers responsible coverage of one of the nation's most pressing crises.

If you have one reporter covering 21 school districts (plus working police in downtime), publish primarily school board actions, run them on the back page, and count yourself as "covering" education, consider that:

An investigative education team from the Jackson (Miss.) Clarion-Ledger poked around for six months into conditions in Mississippi public schools, found them lacking, said so in a series of 51 stories—and won not only the National Grand Prize for Distinguished Education Reporting but a 1983 Pulitzer Prize.

If your idea of "coverage" every time a major education issue arises in your community is to dispatch your 20-percent-time "schools" reporter to do a man-on-the-street account asking questions on highly complicated topics, consider that:

The Dallas Times Herald sent three reporters to spend seven months traveling the United States, Europe and Asia comparing Dallas students' educational achievement with student achievement in seven other countries, and then displayed the assessment of "American Education—The ABCs of Failure" in an 88-page reprint of 54 articles and editorials that ran for a month in 1983.

If your "education writer" primarily gets assignments like "teaching" for a day in a local classroom, writing a cutesy story about it, having a picture taken with one of the kids presenting an apple, guest-teaching a journalism class, and then gets moved off the beat before ever really getting to know what it's all about, consider that:

Jerry S. Dyan

The nation's classrooms are bursting with good stories.

Michigan's Oakland Press in Pontiac provided its reporter with enough resources to take a good, long look at suspected inequities among the county's school districts and to produce a full series under the heading "Disparity in the Classroom: The Widening Gap." The paper trumpeted its findings in an exposé that began: "Unlike finding a job, getting educated in Oakland County isn't so much who you know, it's where you live. The county's districts—which educate about 10 percent of the state's students—show a widening gap in the kinds of education they can afford to offer." The effort won a 1984 National Distinguished Education Reporting Grand Prize.

If your "education reporter" covers the school board, the park board, the zoning board, the town council, police, fire, Little League—and in free time the Tuesday businessmen's luncheon—but is absolutely denied time to pursue a school idea in depth, because that's the way things, of necessity, work when you're small, consider that:

In 1978, a six-person editing-reporting-illustrating team on the less-than-20,000-circulation Daily Hampshire Gazette in Northampton, Mass., won the Associated Press Managing Editors Association's Public Service Award for setting out in a 23-part series every aspect, good and bad, of the Northampton school system for the community to digest and discuss.

If your "education news" consists of school strikes, stadium knitings, salary battles, the naming of a new school superintendent, and absolutely precludes granting of space for an examination of the teaching of reading in elementary schools because that's the way it works when you're big, consider that:

The New York Times is off the press with an 80-page "Education Winter Survey" probing the serious national question of who shall teach in U.S. public schools.

A newspaper whose approach to covering education is surface, superficial, naive, and downright behind-the-times is not only risking credibility with its readers but is in fact denying them informed participation in one of the nation's most vital debates.

David Hawpe, managing editor of The Courier-Journal in Louisville, takes every possible occasion to preach that lesson to his colleagues.

"When I became city editor of The Louisville Times in 1977," says Hawpe, "I announced to the staff that the education beat was the most important on the paper—that activities covered on the education beat touched more people in a more powerful way than do any of the activities we cover. I told them I thought that the education system had more to do with the quality of life in the community than anything else that I knew about. And that as a result, it had to be our top priority.

"When I came to The Courier-Journal as managing editor in 1979, I said the same thing. I told the staff *this* is my top priority. And I became personally involved in finding and recruiting the education writers who have been hired during my tenure." (See story, p. 25.)

Front-page play. There is a notable trend at work in U.S. newspapering to try to improve the caliber of education reporting, and it results from the efforts of editors and writers like Hawpe to close the gap in coverage. Substantive articles about education at all levels—kindergarten through college—are bursting onto the nation's front pages.

Christopher Connell, an Associated Press reporter covering education in the AP Washington Bureau, says education has been widely perceived as a "beginner's beat" and a stepping stone to "things with more lure, like [covering] politics." But Connell believes that notion is giving way and that education reporting "has gotten a lot more sophisticated" in large numbers of newspapers throughout the country.

"We get about 50 papers a day here in our office, mostly small-and medium-sized dailies," he says. "When you do a major story, you look through these papers for a few days. It's astonishing how often you find these newspapers running big, front-page, lead stories on education."

Connell says Terrel H. Bell, who during his tenure as U.S. secretary of education appointed the National Commission on Excellence in Education, "kept saying he couldn't have galvanized public opinion without the help of the newspapers." In Bell's farewell news conference, says Connell, "he thanked the press for reporting the story" on the landmark "Nation at Risk" education-reform report issued by the commission in 1983.

"Are reporters getting behind the reports, taking them and using them as devices to go in and look at their own vocational schools and other programs? I think they are," says Connell. "I think these reports are not just gathering dust. I think they've been the launching pad for a lot of local coverage."

"I think the rap that education [coverage] is poorly done is an old rap," he says.

There is indeed evidence of a widening of the base of good education coverage.

Historically, a core of solid education reporting has long existed, executed by newspapers with commitments that predate "Nation at Risk" or any of the other high-interest points that cyclically catapult education into the news. With their editors' commitment and their writers' interest as the motivation, these papers regularly have devoted major resources to the subject.

Their reporting has led to injunctions against school board secret meetings, indictments of state school officials and corrections of special education center abuses in which some mass-tested children were mistakenly declared "mentally retarded."

"I thought that the education system had more to do with the quality of life in the community than anything else. . . ."

David Hawpe

Largely through their own growth in status and influence, these newspapers and journalists have catalyzed expansion of their methods to other papers.

Often at the base of substantive education coverage found at such newspapers are:

- Editors and owners with longstanding, personal commitments to education as a central community issue.
- City editors, managing editors and editorial page editors who moved to their present jobs from positions as education writers or who were influenced by an education reporting specialist brought onto the staff.

Besides exerting influence within their own sphere, these journalists have participated extensively in the work of professional organizations formed to broaden and elevate the treatment of education topics by newspapers and broadcasters.

Charles Harrison is executive director of one such organization — the Education Writers Association, formed in the 1940s, revived in the '60s and operated since then with a consistent 300 to 500 members. He sums up the attitude some EWA members still encounter at papers whose coverage of education lags behind: "We cover schools, not education."

"There is a world of difference," Harrison notes.

The development of a cadre of probing education writers has come almost entirely through the efforts of certain newspapers and individual editors and reporters, and the EWA.

For the most part, universities have played no role in this regard, though one — the University of Maryland — currently plans to try to develop an education-writing specialization in its College of Journalism.

Journalism textbook publishers have not done much better. An education writer for the Decatur [Ill.] Herald and Review, Alden Solovy, once examined college journalism textbooks for evidence of detailed instruction on education writing. His search came up dry.

Solovy reported in 1982 that a survey of 25 college journalism textbooks revealed that only about one in three provided even a cursory look at education writing, and that 13 failed to mention education writing at all. "Some of those books do list beats," he wrote, "but somehow leave education writing out.

"Of the 12 remaining texts, three do nothing more than make a passing reference to the beat. Of the other nine that attempt to define education reporting, the treatment ranges from a vague, one-paragraph summary to a more detailed, seven-page description."

There is no consistency, either, in how long newspapers that adopt good education reporting techniques hang onto them. The tenor of coverage sometimes is determined more by the emphasis placed by a particular editor during his or her reign than by the dictates of a consistent march from surface to depth coverage.

The Bangor [Maine] Daily News, for example, switched back about three years ago from an emphasis on state and national issues to a more locally based coverage, brought about in part by a

Connell dates upswing of interest to "Nation at Risk" report.

new managing editor, according to editorial writer Wayne Reilly, a former education writer. "There's less coverage of education as an issue affecting many different school districts and more of an emphasis on what's going on in the local towns," he says.

The situation is the reverse at the Springfield (Ohio) News-Sun. Managing editor Jack Bianchi speaks reverently of education as an absolutely necessary point of emphasis.

"We have a reporting staff of 11 people and two are assigned to education. So you can see we put heavy emphasis on it," says Bianchi. "We're looking for all areas: any changes in curriculum, anything that's done in an outstanding fashion, any new programs."

Bianchi says his paper tries to cover the school board "because that's a public forum," but delves regularly into other issues. "There was a superintendent who retired. We had a reporter go to a couple of places we thought the new superintendent was going to come from to see what he was like. We want to get into the curriculum more."

Bianchi credits the paper's editor, Norman A. Pearson, whose wife is a teacher, with being the spark behind the News-Sun's education focus. "He really follows education closely," says Bianchi. "I think his interest is even more (pronounced) than mine. Our society is dependent upon the educational system. When you think of the size of an educational system in a community, and the people it affects, maybe that's why we take that much interest in it."

Covering the issues. The issues that thrust education onto page 1 vary markedly from community to community. But two of the major ones are classroom process and "tracking" of students.

The Courier-Journal's Hawpe says the issue of classroom process involves such matters as discipline and the danger of stifling student creativity, the tendency of teachers to call only on students they believe will answer questions accurately and quickly, and consolidation of small schools into large ones where children are educated in "boxes off of hallways."

"Tracking" refers to the process of classifying students by levels of educational ability and putting them in classrooms with students of similar ability, which he believes is "detrimental" to the less able.

Hawpe says such issues are where newspapers ought to be concentrating their attention "instead of the politics of the school board." And he reports that his paper is "going to tackle both (classroom process and tracking) in our project marking 10 years of busing in Louisville."

The AP's Connell dates the vast upswing in newspaper interest in education issues to the release of the "Nation at Risk" report two years ago. It "opened the floodgates. The papers have just been devoting a lot more ink and space to education reporting since then."

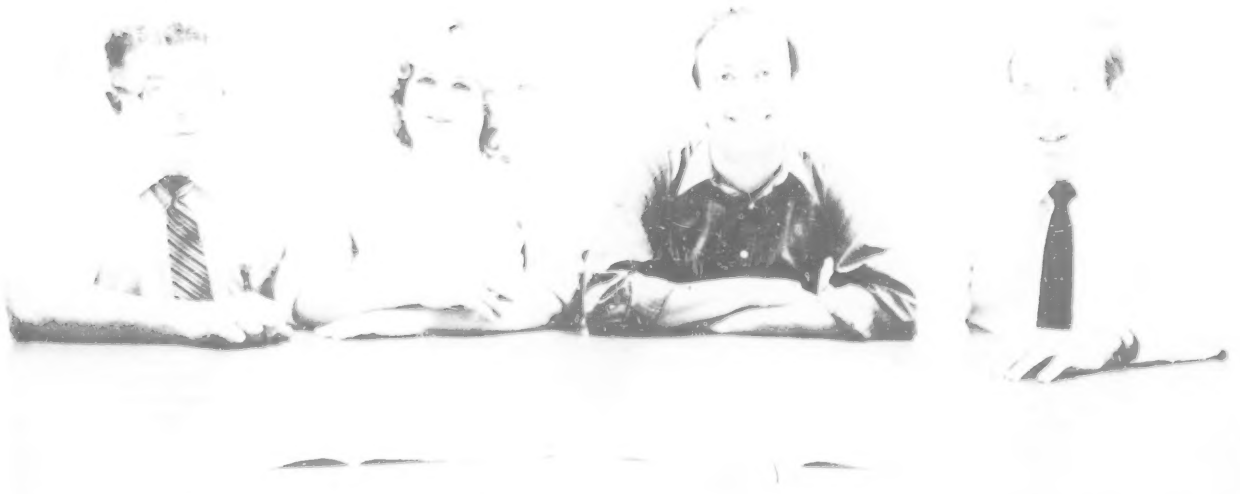
Connell says his editors "firmly believe that there's not only a market but a need" for crack education coverage. So he gets, he believes, opportunities that are superior to those of many other AP reporters. "We get out on the road," he says. "I have a lot less spot duty and a lot more license to pursue features and enterprise copy than most of my colleagues." He has been on the education beat for eight years and turned down chances to transfer.

Another reason there is more education coverage, he says, is the fact that "the people who are now sliding into the news editors' jobs are people who are having kids. There is an upsurge in the school-age population. There is this revival of interest in whether the school is doing a good or bad job. . . . The idea that you could just ignore the public schools, desert the school boards and leave that whole $230-billion enterprise to itself is just nonsense.

"There had to be a renewal of interest. People had a right to find out just how their schools are doing, to hear all the horror stories of illiterate high school graduates, to find out . . . how people spend 12 years in school and emerge as functional illiterates."

The reform reports mostly focused on high schools, says Connell, but he says newspapers should not be misled by that emphasis. "I don't think people are looking enough at elementary schools. Something happens that these kids who start off fast are not being sustained into high school. You can't blame it all on the problems of being a teen-ager. There's something being dropped there."

Newspapers, he says, "have to pay closer interest. They have to spend enough time to figure what the routines are, what is really going on." Connell recalls being told once by an education



Springfield, Ohio, editors Pearson (left) and Bianchi (right) assigned Barbara Carmen and Dan Hughes to be education writers from an 11-reporter staff.

researcher, former U.S. Education Commissioner Ernest Boyer that "the first thing that ought to be done in reforming the schools is to shut off the squawk boxes"—the public-address system speakers that carry announcements.

"Any good reporter," says Connell, "can go in and find out just how much time students do spend on tasks."

How they cover. The larger the newspaper, it turns out, the greater the freedom to cover issues instead of school boards. When the school districts number 500, as they do for the Los Angeles Times, you just "don't cover," says education writer David Savage.

"I'm basically it for elementary-secondary," he says. "I work on a series of different stories that I think are interesting. I cover the Los Angeles School Board to some degree. I spend a third of my time on local issues, a third on state issues, a third on national issues and trend stories."

The Times covers the Los Angeles district "with some consistency," and Savage says he may call around to other districts to determine how issues like more stringent graduation requirements will affect them. But he says, "We obviously couldn't make any claim that we monitor developments in 500 school districts and decide what's newsworthy. We cover the big ones and ignore the little ones, except in the suburban sections" of the newspaper. "We have a deputy managing editor who started out here as an education reporter and has moved up through the ranks," Savage notes. "And I think that has made a lot of difference in the amount of space that we give to education."

"There's been always a pretty good commitment here to covering education," he says, although "you're always aware that you only scratch the surface."

The Philadelphia Inquirer handles its vast school systems by assigning four different education reporters to four different beats. One writer, Martha Woodall, covers the 200,000-student public schools. A second writer covers private and parochial schools. Two writers cover higher education, one focusing on Temple University and the other on the University of Pennsylvania, both located in the city.

Despite the size of the public school system, Woodall works at keeping her coverage close to the classroom by trying to visit at least two schools a week to write about programs.

HIGH SCHOOL SOCIETY

Punk styles, spirit and the cool are all part of school scenery

Spokane reporter posed as a student to get this story.

A medium-size paper like The Spokesman-Review of Spokane more typically divides its regular coverage among two education reporters—one for kindergarten through 12th grade and one for higher education—and then supplements them with general assignment reporters on broad issues spanning the whole system.

But Spokesman-Review Managing Editor Christopher Peck says "the rise of the private schools has put a wrench in our coverage plan. . . . Our traditional beat structure has not held up very well." So the paper has had to make some adjustments.

"There's been so much public interest" in all forms of education, Peck says, it has "overtaken the schools. The parents are more active" in areas like textbook selection.

Our own market research," says Peck, "showed that education coverage has become in the last year or two a much higher interest item to our readers. It has caused us to look at it. . . . Education is a really hot topic right now. So we're going to be devoting more resources to it."

For one story, a Spokesman-Review reporter enrolled in high school and posed as a student for two weeks. The paper took the school principal into its confidence, but the teachers were not told.

"Unfortunately," for them, not for us, "the stories that came out were pretty damaging," Peck says. They included references to "anomalies in the classroom: drugs, alcohol use." The reporter himself was approached about buying drugs.

The education beat has become especially engaging in areas of heavy improvement in schools, such as Mississippi, traditionally on the bottom rung of education quality measures but now moving up.

"We are reporting things that *are* being done instead of talking about what *should* be done," says Cyndy Rentz, who covers education for the Biloxi Sun-Daily Herald.

"We are experiencing sweeping education reform in this state in every aspect," says Rentz. "We're last in a lot of categories. . . . We don't even have kindergartens. We did not even have compulsory attendance—for any age. You're talking about a whole other world."

Her paper is responding to what's going on by expanding coverage, says Rentz, "but also on our own, we feel the responsibility of trying to keep education in the public eye so all these things won't fall by the wayside."

How one paper allocates staff for quality education coverage

The Courier-Journal in Louisville is one of the U.S. newspapers that offer issues-oriented education coverage. Managing Editor David Hawpe says these are the elements of that coverage:

• *Regular staffing.* One reporter covers Jefferson County public schools. A second covers private and parochial schools and the colleges in Louisville.

The two work in tandem. If two reporters are needed on any aspect of the school system, they team up. "The goal," says Hawpe, "is to have two persons available in order to make it possible to spring the education writer for projects and longer-running stories in order not to get bogged down covering just school board meetings."

There's also a higher-education reporter—the chief of the paper's bureau in Lexington, where the University of Kentucky is located.

Across the Ohio River from Louisville, one reporter covers Floyd County, Ind., public schools and another covers Clark County, Ind., public schools.

A bureau reporter is responsible for the school systems in other counties within The Courier-Journal's immediate circulation area.

• *Special staffing.* When the paper wants to mount a major project, it draws other staffers into the exercise.

For a 24-page look at the state's kindergarten-through 12th grade system and its inadequacies, the paper in 1983 used its Lexington bureau education writer and its Pulitzer Prize-winning special projects reporter. This year a team is updating that series.

Simultaneously, another team has been working on a project marking 10 years of busing for desegregation in Jefferson County public schools. "We've drawn people from all over the place for that," says Hawpe, including features, the city side and the business staff.

"Each of the three projects required us to put together a different team calling for different people," he says. "So when I say that we cover education by using three education writers, these three are certainly not the only people we use. We do a lot of special projects on education, and for these we draw together the people we need."

Busing was the issue that forever changed education coverage in Louisville. "It made the school system overwhelmingly the biggest news in town," Hawpe says.

During the last 10 years," he says, "the school system came to be viewed as the biggest stumbling block to economic development in Louisville and in Kentucky in general. So every time we write an economic development story, we end up writing about education."

The Courier-Journal managing editor mandates that education is his paper's number-one coverage priority. He considers the subject so important that he personally recruits education writers.

"I remember making a wild emergency flying excursion to Minneapolis to make sure we got one individual to come to us as education writer," he says. "We were afraid she was about to be stolen away."

In its education coverage, The Courier-Journal does write extensively about competency testing and merit pay, "because legislators are talking a lot about them. We are dealing with a lot of catch phrases and jargon. . . . That is the language of crisis, in which legislators and bureaucrats debate.

"But that language is really, to me, divorced from the kind of language that describes what goes on in the classroom."

It is *that* language—the language of the classroom—newspapers should write about if they want to cover not just "schools" but "education," Hawpe says.

—Bette S. Orsini

There's also high-level enthusiasm for education coverage at the Albuquerque [N.M.] Journal. Education writer Susan Landon attributes much of the Journal's commitment to Managing Editor Frankie McCarty, who used to be the education writer. Page-1 play for education issues has held steady throughout Landon's six years on the beat, she reports.

There have been two special sessions of the New Mexico Legislature so far this year to grapple with education reform in the public schools and universities, and Landon says, "It's a real big story out here."

The aura of excitement about education is not universal, however. At The Indianapolis Star, Assistant City Editor Robert N. Bell ranks interest in education as "probably medium."

The outlook: expansion. The AP's Connell, The Courier-Journal's Hawpe and many of their reporter-editor colleagues forecast a continuing hold on Page 1 for education. "I think that generally there will be a swing back to recognizing that schools are more important," says Connell. "The local school on the corner plays a bigger role in the type of society we are than we realized."

"I think people do realize that they've got to pay closer attention," he says. "And that interest will invariably translate into closer scrutiny by the local newspapers."

Even recently, when they began paying more attention to the topic, newspapers have not been leading public opinion in elevating education to front-page status, Connell contends. "They have been following it. But they have been following it assiduously," he believes.

Hawpe forecasts that the coverage "is just going to expand and improve. Editors have come to the conclusion that readers want better and more education coverage."

"But my concern," he says, "is that in the legitimate effort to illustrate the ways we are not sufficiently strong, journalists run the risk of causing readers to forget about those positive attributes of American schools that are important.

"So while on the one hand I'm optimistic for more and better coverage, my fear is that it won't be wise coverage. The issues easiest to talk about are those with numbers, and our coverage gravitates normally and naturally toward numbers. But the more positive aspects of American education don't have anything to do with numbers."

Hawpe urges newspapers to assure that their expanded coverage is informed coverage. "Real education coverage specialists don't delude themselves that they really understand [the situation] by having all those numbers in front of them," he says. "They have the numbers at their command already, and they are capable of rising above the numbers. They know that there's a whole range of issues that have nothing to do with numbers."

The strength of U.S. education—and a primary target for education coverage—is "the repository of young folks who are still open to intellectual inventiveness and creativity," he says. □

Sources aplenty to keep up on education issues

If your newspaper has not already retooled its coverage to take advantage of the status of education as a page-1 issue, here's what can be done:

First, create an education-writing slot and locate a good education writer to fill it.

Editors around the country have begun actively seeking recognized education writing specialists to help revamp their coverage. The editors say they have learned from past searches the value of finding writers already experienced in education issues.

Once the education specialist is on board, commit the resources to allow that specialist to keep abreast of the issues.

For example:

- The national Education Writers Association conducts an annual national seminar, periodic regional workshops, and jointly sponsors with the Johnson Foundation a yearly Wingspread Conference in Racine, Wis., for which writers are selected geographically and by level of experience.
- The American Association of Higher Education sponsors an annual Reporter's Higher Education Seminar.
- The Institute for Educational Leadership, a Washington-based organization that coordinates programs to strengthen American education, conducts projects with education writers.
- The Washington Journalism Center has public affairs reporting seminars on a number of issues, including education.
- Investigative Reporters and Editors Inc. conducts seminars on investigative reporting about various topics, including education.
- National publications such as the Phi Delta Kappan, The Chronicle of Higher Education and Education Week provide comprehensive background on breaking news stories and substantive treatment of education issues in depth.

The well-trained and well-briefed writer will know which stories to tackle and which completed ones warrant placement on page 1.

It is difficult to dupe education writers on what is—and what is not—a legitimate education story once they obtain sufficient background with the help of the Education Writers Association's continuous, in-service briefings.

Reporters observe class at "newcomers'" school during San Francisco EWA seminar.

Education writers attending the EWA national seminar in San Francisco in 1983, for example, scooped the nation on one of the biggest education stories in recent times, the "Nation at Risk" report of the National Commission on Educational Excellence.

The reporters got a sneak preview of the findings and had the chairman and key panel members, as well as the heads of major education organizations, on hand to question.

Education writers attending that seminar also scooped the nation on the results of the 1982 National Assessment of Educational Progress in mathematics. The assessment director announced the testing results there and compared them with previous years' results. The head of the National Council of Teachers of Mathematics was on hand for reporters to question about the impact.

Editors who played those stories well got a clean beat on the rest of the country.

During additional sessions at that seminar, reporters learned:

- How to conduct research projects on one of the nation's most pressing education issues: resegregation of the nation's public schools.
- How to interpret more than two dozen major reports assessing weaknesses and prescribing improvement for the nation's schools.
- What to look for in the classroom.
- How investigative reporting can dig out and document hard-to-get stories on such things as school suicides, corruption and mislabeling of problem students as mentally retarded.

There were also field trips—to a San Francisco inner-city high school that uses computers to increase educational opportunities for disadvantaged students; to a "newcomers' " high school where 500 Asian and Latin American students participate in a one-year, language-intense program before enrolling in regular schools; and to the University of California/Berkeley School of Education to probe faculty members on their efforts to turn out quality teachers for the nation's public schools.

More than 60 newspapers, educational organizations and institutions, journalism schools, magazines, teacher unions, testing and assessment agencies, and free-lance writers were represented at that seminar, and EWA conducts one like it every year.

Once a newspaper has its education specialist in place, it should devote the length and space to tell the story whole, with the depth and complexity to constitute a public service. The rewards will be that the paper is doing the job right and helping to groom a whole new generation of prospective readers.

—Bette S. Orsini

An educator's view of education coverage. See essay, p. 33.

Students show little new-tech interest

BY MARGARET GENOVESE
presstime staff writer

The problems that videotex, teletext and cabletext are experiencing finding a market are being mirrored on college campuses as some courses in these new media go begging for students.

Of 12 journalism schools contacted by presstime that had been identified in a 1984 survey as among only 14 in the country offering courses providing instruction in the preparation of copy for these new media, three reported the classes had been canceled for lack of student interest; one was not repeated after a change in school administration; and three others, it turned out, never did have such "hands-on" courses.

"They weren't knocking the doors down to get into the course," says Walter Bunge, director of the School of Journalism at Ohio State University about "Producing News for Videotex, Teletext and Cabletext."

Offered for the second time in the spring semester of 1985, the course failed to get the half-dozen registrants that Bunge requires to justify its being given.

Similarly, "Electronic Publishing," a course planned for the fall 1984 semester at the Department of Mass Communications at Eastern Kentucky University never got off the drawing board.

Department Chairman Glen A. Kleine reports he had an offer from the local cable-TV company for the use of a channel, had an instructor lined up to teach the course, but could not get the required 16 students to sign up.

Kleine attributes the lack of interest to the number of required courses students must take and the attractiveness of competing electives. He says he does think students were "rejecting the idea of new technology, or studying about new technology."

But Ohio State's Bunge believes the course content was responsible in part for the poor response from his students.

"I have a feeling they don't look on the possibility of editing news and writing news and (learning) the techniques of reporting news for electronic publishing as quite as exciting as some of us old-timers think it is," he says.

The third school that halted its "hands-on" course in the new technologies was San Francisco State University. According to Betty Medsger, chairman of the Journalism Department, the course had been offered for several years but now will be offered only as an individual study project. The course involved preparing copy for a cable-TV channel.

University of Florida's Aller plans to consolidate two courses.

Even some of the journalism schools that pioneered in instruction in the new information technologies are reporting enrollment problems.

The University of Florida's College of Journalism and Communications began offering "Editing the Electronic Newspaper" in 1982 after it launched a 24-hours-a-day cabletext service. The course gave students an opportunity to prepare copy for the cable services, according to Helen E. Aller, director of the school's "Electronic Text Center" and course instructor.

Last year, however, the school divided the original course in two. One course provided an overview of the new media; the second concentrated on the practical side—editing, database design and graphics.

This fall, the overview course failed to get the necessary 12 students to constitute a class. Aller plans to consolidate the two courses and offer it in the spring.

She did not heavily promote the overview course, and that may account for its inadequate enrollment, Aller believes.

Another pioneering school, the Graduate School of Journalism at the University of Western Ontario in London, Ontario, has seen student interest in its videotex course see-saw. In spring 1983, it had five students. The next year, none registered. In the term this past winter, enrollment rebounded to 12. Assistant Professor Henry Overduin attributes last year's boost in popularity to the fact that a graduate got a job with a U.S. videotex company.

Despite the less-than-enthusiastic response from students at some schools, interest of journalism educators in the new media continues to be high.

One indication of this is that some schools are adding courses to their curricula.

Indiana University, which already offers a survey course called "Electronic News" and a hands-on course called "Designing Electronic News Systems," is adding a third, "more philosophical course," according to Professor John W. Ahlhauser. Moreover, Ahlhauser reports interest in the existing courses to be higher than ever.

At West Virginia University's Perley Isaac Reed School of Journalism, Professor John H. Boyer intends to offer a hands-on course in videotex in conjunction with the College of Human Resources and Education.

Another indication of the educator interest was the standing-room-only session on the subject at the August convention of the Association for Education in Journalism and Mass Communication, the national journalism educators' organization.

A panel of educators at the Memphis meeting probed such things as course content, teaching techniques and formats, and required equipment, according to moderator William R. Oates, associate professor of journalism at the University of Miami.

"Computer-based communication in some form is going to be very important in our society, and we need to take cognizance of it," says Oates. □

Program cosponsored by Kansas City dailies is

Easing the pain of illiteracy

BY SCOTT JASCHIK

The figures are painful. More than 27 million Americans cannot read. They are unable to fill out job applications, decipher bus schedules or read bedtime stories to their children. Another 45 million Americans are near-illiterate, unable to make their way through a newspaper's classified ads, understand simple contracts or handle ordinary banking tasks.

Many past attempts have failed to stem the growth of illiteracy, but a new program in Kansas City, Mo., has demonstrated considerable success in fighting this chronic problem.

"Project Literacy," which uses newspapers to teach adults to read, has brought illiterates to an eighth-grade reading level in less than one year. Robert J. Hilton, director of special projects at The Kansas City Star Co., one of the project's sponsoring organizations, believes Project Literacy can serve as a model for newspaper literacy programs throughout the nation.

Now midway through its three-year pilot program, Project Literacy teaches 90 people at seven locations. Two more locations, to open at the end of the summer, will bring the program closer to its goal of helping 160 people a year become literate. With support from the two dailies, The Kansas City Star and The Kansas City Times, and from major foundations and more than 100 local volunteers, Project Literacy has a strong foothold in the Kansas City area.

Hilton says a key to the program's success is its use of the newspaper as the basic text. Adults who cannot read fear being found out and suffer "tremendous embarrassment," he says. The newspaper is ideal because it is generally an adult medium and practicing with it, instead of with a reading primer, does not identify the program participant as an illiterate.

Most introductory reading materials are intended for children, Hilton adds, and adult illiterates find them demeaning—decreasing their enthusiasm for learning.

In Project Literacy, teaching sessions are held once a week for two hours. They are one-on-one: a program participant and a volunteer instructor called a "facilitator" who has been trained to teach by using the newspaper. The sessions take place in community centers rather than in schools to avoid making the participants feel like children, Hilton says.

Alice Hawk of Project Literacy gives instruction.

This philosophy enables the program to maintain a high attendance rate. While the dropout rate for adult literacy participants exceeds 50 percent nationally, only 25 percent quit the Kansas City program. And while weekly attendance nationally is only about 50 percent, at Kansas City it is 70-percent, Hilton reports.

Planning for the program started about four years ago, when the Star Co. and several Kansas City area philanthropic organizations held informal meetings about illiteracy and concluded that programs then in operation were largely ineffective.

According to a report by the Midwest Research Institute, the number of illiterates in the Kansas City area has been increasing rapidly. It now has more than 30,000 adults who are illiterate and more than 100,000 others who cannot read at an eighth-grade level, the institute says.

Project Literacy grew out of concern about these numbers.

How it works. Kansas City's Pan-Educational Institute administers the program together with the Star Co.'s Newspaper in Education program. Funding comes from the Star Co.—more than $100,000 in the past two years—the Capital Cities Foundation (affiliated with Capital Cities Communications, owner of the Star Co.) and local charities.

Frequent newspaper advertisements promoting the program are among the Star's contributions. The ads, which regularly run at least three times a month and appear as often as four times a week when the program needs more volunteers, describe the many effects illiteracy has on individuals and on society. Public service announcements on local radio and television stations encourage illiterates to join.

The program's budget is currently about $80,000 a year, or the equivalent of $800 per student, says Hilton, a member of the Project Literacy Advisory Board. Program promoters compare the $800 spent to bring each illiterate to an eighth-grade reading level with the $8,000 or so a year in social welfare services that federal studies say is generally spent for each illiterate.

Most teaching volunteers become involved in the project because of strong feelings about the importance of reading, he adds.

Once volunteers have signed on, they attend three, four-hour training sessions. The training stresses "that it's going to be frustrating at first" and that the facilitators should "accentuate the positive nature of learning," Hilton says. The facilitators, using materials prepared by the Star Co.'s NIE program, learn how to teach reading skills from any part of the newspaper so that the curriculum can be matched with each participant's interests.

Successes reported. Kansas City retiree Irwin Rampy says he volunteered to teach

Jaschik, who was a 1985 summer intern with ANPA Foundation, is now a reporter for The Chronicle for Higher Education.

someone to read after seeing one of the newspaper ads promoting the program. "I was really unaware of how many people simply cannot read," he says.

Rampy said his first student, who recently completed the program, changed in many ways during the tutorial sessions. "His self-confidence increased. He became exuberant when he learned something new, and he became much more motivated."

The student, who managed to graduate from high school despite an inability to read, "was stumbling all over three-letter words" when he started the program, Rampy said. By the end of the instruction period, he was able to read most of the newspaper.

At their last session, Rampy's student told him that he would soon receive a job promotion because of his newly acquired reading skills. His employer had agreed to pay for a mechanics course that would quality him for a better position. "I'm very proud of him. We're good friends now," Rampy says.

Another volunteer, Francis X. Tobin, emphasizes that many of the illiterates "are very intelligent people who have been neglected by the schools." He points out that "you have to be intelligent just to survive without reading."

Tobin, retired director of what is now the Federal Emergency Management Agency in Kansas City, says he decided to volunteer because "I've always liked working with people with problems."

Illiterates are motivated to learn to read for a variety of reasons, Tobin observes. Some have children who are learning to read, others seek job advancement and "some just want to be able to read the Bible."

His current student is an older woman who never went to school. She decided to learn to read after raising five children. "She never had the opportunity to travel, so she's thrilled to be able to read about places in the travel section each week," he said.

Volunteer George Wright, who works for the Social Security Administration in Kansas City, says students often change their motivations for learning as the program progresses. Most start with a specific goal in mind—a new job or a driver's license. "But as they start to learn, we start talking about high school diplomas or more education," he says.

"It may be frustrating at first, but there's real joy when you see that motivation," Wright adds.

For more information about the program, contact Project Literacy, P.O. Box 30, Kansas City, Mo. 64141. □

Other sources of help provided by media groups

Several other initiatives in tackling the problem of adult illiteracy reflect growing awareness of the problem in the newspaper business and in society at large.

The Gannett Foundation in July increased its 50th Anniversary Literacy Project budget from $300,000 to $500,000.

The additional funding will enable the foundation to increase to $400,000 its support of local adult literacy projects in communities served by Gannett Co. media. The grants go to local chapters of Literacy Volunteers of America and other organizations.

One of the LVA grants, for $10,000, was to reproduce "Read All About It!!"—a teaching program developed with Gannett Foundation assistance that uses the daily newspaper.

"Ready to Read!" is another literacy packet utilizing the newspaper in teaching adults. It is currently being used at correctional facilities in Ohio and is mandated by the state's Department of Adult Education for instruction in the state, according to Janet S. Fenholt, who developed the packet.

In addition, "Ready to Read!" is being made available worldwide through a Nebraska literacy hotline, says Fenholt, NIE coordinator at The Columbus Dispatch and Columbus Citizen-Journal. The packet is for the non-reader and costs $7.

The Newspaper in Education program supported by ANPA Foundation also has been active in encouraging literacy groups to use the newspaper in teaching adults to read. The Foundation recently published a booklet, "The Newspaper: Your Key to Better Living," that can be used in adult education classes for functional illiterates. Copies can be ordered from The Newspaper Center in Reston, Va., for $20 each.

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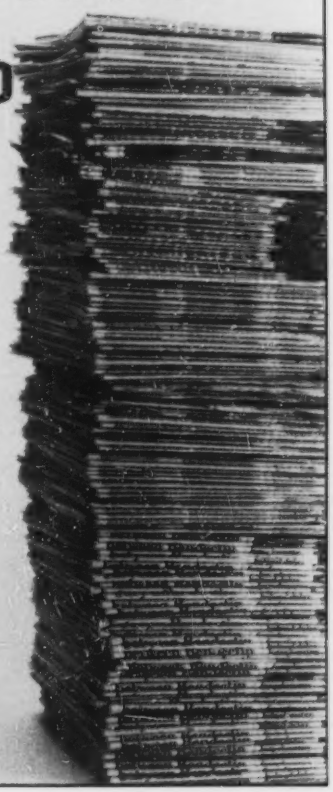

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Strike Papers

Several newspapers started by unions during strikes are still being published. These survivors, often passing to new ownership, compete head-to-head against the papers that were struck.

BY CLARK NEWSOM
presstime labor writer

Newspaper strikes have resulted in the closing of some newspapers, but they also have given birth to a few—so called strike papers.

The history of these union-established newspapers shows that most are not long-lived. There have been some notable exceptions, however.

The oldest daily founded by union members that is still in existence is The Toronto Star. It was started Nov. 3, 1892, as The Evening Star, by 25 printers represented by the International Typographical Union following a labor dispute with the old Toronto News. In 1899, a group of local citizens bought the Star, and it has blossomed into Canada's largest-circulation daily newspaper.

Three other dailies started by ITU members—in Trenton, N.J., Colorado Springs and Green Bay, Wis.—also survive under different ownership.

The Trentonian was started in 1946 by strikers from the Trenton Times. The union sold the paper in 1949, and since 1961 it has been owned by the Ingersoll group.

The Colorado Springs strike paper was first named The Free Press. It was launched in 1947 by workers striking the Colorado Springs Gazette Telegram. The paper was sold in 1951 but was reacquired by the international union four years later. The ITU sold the daily a second time in 1970 to Las Vegas Sun Publisher H.M. Greenspun, who renamed it the Colorado Springs Sun. Having changed hands twice since then, the Sun is now owned by the Oklahoma Publishing Co. of Oklahoma City.

The Green Bay News-Chronicle was founded in 1972 by strikers from the Green Bay Press-Gazette. The local ITU members formed their own corporation, notes News-Chronicle Business Manager Clyde P. Baeten, who was one of the founding printers. In 1977, Brown County Publishing Corp. of Denmark, Wis., acquired a majority of the stock.

Two other strike papers remain under union control—the Citizens' Voice of Wilkes-Barre, Pa., and The Guardian Express of Welland, Ontario.

The Citizens' Voice was first published Oct. 9, 1978, by the Wilkes-Barre Council of Newspaper Unions after four local unions of the ITU, The Newspaper Guild and the Graphic Communications International Union struck The Times Leader in Wilkes-Barre.

Latest Audit Bureau of Circulations figures show a circulation of 46,049 for the Citizens' Voice, down from 48,410 a year earlier. Circulation of the Times Leader for the fourth quarter of 1984 was 45,115, according to the Certified Audit of Circulations, compared with 38,044 for the fourth quarter of 1983.

The tabloid Citizens' Voice has a staff of about 200 full-time and part-time employees, according to Managing Editor Paul Golias. It subscribes to United Press International and the Los Angeles Times-Washington Post News Service.

Last year, Citizens' Voice ITU employees received $332,800 in "special assistance" from the ITU, and for the fiscal year ending March 31, 1985, Guild members received $448,275 in strike benefits from

District Manager Thomas Fostock restocks newsracks in Wilkes-Barre where competition is keen.

the Guild's "defense fund."

David J. Eisen, director of research and information for the Guild, says that until recent years his union "as a general rule" did not attempt to put out a paper if the struck paper continued publication during the walkout.

As to whether the Citizens' Voice is making money, Managing Editor Golias says, "Let the fact that we're in [a] new building speak for itself." A year ago, the Citizens' Voice consolidated its operations, formerly located in two buildings, under one roof and installed a rebuilt, seven-unit Goss Urbanite press.

The 1984 annual report of Capital Cities Communications, owner of The Times Leader, says that the newspaper "continued to make steady business improvements in 1984, with a 17-percent increase in paid circulation and, by the end of the year, almost a 60-percent share of all advertising linage in the Wilkes-Barre market."

Richard L. Connor, publisher of the The Times Leader, reports that this year, for the first time since the strike began, the newspaper's losses will drop below $2 million.

In Ontario, The Guardian Express was started Nov. 3, 1982, by ITU members following a labor dispute with The Evening Tribune.

The ITU publication is a free-distribution, twice-a-week tabloid, although a $2 monthly "donation" is requested by carriers. The news content in the paper, which runs 24-32 pages per issue, is all local.

In addition to composing room employees, the ITU represented editorial, advertising, circulation and business office employees at the Tribune. The Guardian Express has a staff of 22.

In 1984, workers at the Guardian Express received $272,015 in "lockout" benefits from the ITU's strike fund. With those benefits, "the paper is now supporting itself," says Publisher Sterling E. Lund, who worked as a journeyman printer at the Tribune.

Lund says the biggest problem in starting a strike paper "is picking management people." It is difficult to "suddenly make managers," he says. On the other hand, "Equipment is easy to come by," he adds. Page negatives are shipped to an outside press for printing.

Lund puts the circulation of The Guardian Express at 25,100. ABC figures for the three months ending March 31, 1985, show Tribune daily paid circulation as 17,278, up 506 from a year earlier, but still below the 18,585 reported before the dispute.

Union paper is still in business in Wilkes-Barre.

Disappearing act. But for every strike paper that survives, there are several that don't.

In 1946, the ITU set up a subsidiary, Unitypo, to oversee strike papers. Financed by the members through special assessments, Unitypo by 1951 was operating subsidized papers called Daily News-Digests in Allentown, Pa., Meriden, Conn., Monroe, La., and Texarkana, Texas, following strikes against the established dailies in those cities. All of the struck dailies continued publication during the walkouts, and all four of the ITU papers had disappeared by 1955. The ITU's sale of the Colorado Springs Sun in 1970 marked the end of Unitypo.

"A great disappointment in my mind," says ITU Secretary-Treasurer Thomas W. Kopeck, "is that the labor movement did not rally to it [Unitypo]." He says he favored the Unitypo "philosophy," which was to serve as a means by which "defensive publicity" could be assured.

A printer-turned-publisher says the biggest problem in starting a strike paper is picking managers.

Several other, more recent strike papers also eventually ceased publication.

The Vallejo [Calif.] Independent Press, a tri-weekly started in 1978 by editorial and craft workers striking the Vallejo Times-Herald, published its last edition last August. Advertising losses were responsible for the closing, according to the former general manager.

The Pioneer, a tabloid thrice-weekly in Covington, Va., was started in 1981 by ITU members striking The Covington Virginian. The free-distribution union paper folded in July 1982 after the union was decertified as bargaining representative of the Virginian's employees.

In Puerto Rico, the Guild published an interim weekly called the San Juan Sun during a strike that began in October 1984 against The San Juan Star, but it was stopped when the strike ended this past March.

Although the primary objective of most strike papers is to put pressure on the struck paper, not to replace it, there is evidence that strike papers can be profitable.

For instance, the Federal Court of Canada recently ruled that the government cannot tax money paid to members of the Vancouver-New Westminster Newspaper Guild from profits of a strike paper published by unions in Vancouver.

The strike paper operated from November 1978 to June 1979 when The Province and The Sun of Vancouver were shut down by strikes.

During that time, the Guild local received $1,727,000 [Canadian] from the strike paper's profits. Members of the union received supplemental benefits ranging from $1,635 to $4,263 each during the same period.

Because union benefits paid out of a strike fund are not taxable, "the profits of a highly successful business remain tax exempt," the Canadian court said.

The ruling affected about 840 Guild members who collected benefits during the strike.

The government did not appeal the ruling.

Yet despite the fact that some strike papers have made money, the outlook for future strike papers is dim, according to David J. Winkworth, manager of the Publishers' Bureau of New Jersey Inc., which handles labor relations for newspaper clients. "The cost is prohibitive to the unions," he says. "It's unusual for merchants to support a strike paper because they have to protect the rates they pay to the established paper." □

Gerald Grotta

An educator with broad professional concerns

BY MARGARET GENOVESE
presstime staff writer

When they talk about professors in ivory towers, they are *not* talking about Gerald L. Grotta.

A full-time faculty member in the Department of Journalism at Texas Christian University, Grotta also has his own marketing research firm and often is a speaker at newspaper industry gatherings.

"He has one foot planted very firmly in the professional concerns and the other in academic and research concerns and is able to go back and forth between those two areas with ease," says former colleague Bob J. Carrell of the University of Oklahoma.

The two pursuits complement each other, Grotta explains. By talking to, and doing research with, industry leaders, he is able to bring back to the classroom the kind of cutting-edge information that will not show up in textbooks for years. "On the other hand," he says, "the classroom gives me the opportunity to do the kind of reading and thinking that I think helps me do a better job as a researcher and consultant."

Many colleges and universities frown on professors' moonlighting, preferring that they do scholarly research and writing. TCU is no exception, permitting faculty to devote only eight hours a week to commercial work.

So, while Douglas Ann Newsom, chairman of the TCU journalism department, supports Grotta's extracurricular activities, he is nonetheless restricted to the equivalent of one workday a week for those activities.

"Our only value is what we are worth in the marketplace," says Newsom, president of the Association for Education in Journalism and Mass Communication, the national journalism educators' organization. "In other words, each one of us should be able to walk out the door and go back into our profession, and we have to keep in touch."

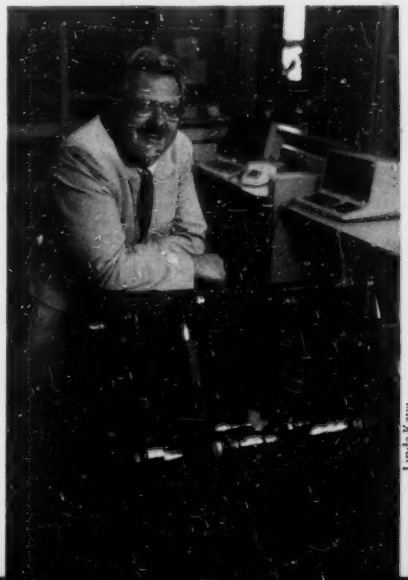
Prior to joining the faculty of the Fort Worth school in 1980, Grotta spent three years with RMH Research Inc., a subsidiary of Harte-Hanks Communications. As president of media research, he designed and conducted research projects for more than 100 newspapers.

Although Grotta enjoyed the work, he decided to return to academia, where he has spent most of his career, because he missed the "freedom to make mistakes." At a university, "it is possible to do things that might not work out," he explains. "In commercial research there usually is so much money involved, you tend not to get too experimental."

Grotta did not become interested in the research field until he was "forced" to take a research course to obtain his doctorate in journalism and economics from Southern Illinois University. Before that his focus was editing. After getting his master's degree in journalism from South Dakota State University, he was city editor of the Watertown (S.D.) Public Opinion; he spent summers in editorial positions on the Idaho State Journal in Pocatello while on the faculty of Idaho State University; and he was city editor for the Southern Illinoisan in Carbondale while pursuing his doctorate.

There also is newspaper back-shop experience in his background. His bachelor's degree, from South Dakota State, is in printing and agricultural journalism. He supported his family while getting the degree by working as a Linotype operator for a weekly newspaper.

After leaving Southern Illinois in 1974, Grotta went to the University of Oklahoma where he established its Journalism Research Center. He began his consulting work while on the faculty there.



Linda Kaye

As a teacher, Grotta has "incredible patience" and "excellent insights into what his students are interested in and what they need from him," says Gary R. Kromer, director of research for The Wilkes-Barre (Pa.) Times Leader, who was Grotta's graduate assistant at Oklahoma and subsequently worked with him at RMH Research.

Kromer describes his mentor as "laid back." At the same time, says Kromer and others, Grotta attacks his work—both academic and professional—with gusto. Grotta himself says that work is his primary leisure activity and that he is concentrating on learning "how to relax more." His graphic-designer wife, Alpha, works with him in his business.

"He has more enthusiasm than you would find in a teen-age youngster," says TCU journalism professor Frederick J. Raskopf about the 50-year-old Grotta, a grandfather and father of four children from a previous marriage. Adds Newsom: "When he gets excited about an idea, he's just kinetic; he sparkles."

The idea that currently gets Grotta charged up is curbing circulation "churn." Although he has not done any formal research in the area, he estimates close to 50 percent of the average newspaper's subscribers are involved in some kind of "stop/start" activity each year, and that just to stay even, the paper needs one "start" for every two subscriptions it already has. "We put all of the incentive in circulation on selling starts, which encourages churn," he observes.

By way of illustration, he recalls his own experience as a youngster growing up in Sioux Falls, S.D., and delivering the Minneapolis Tribune. He was a whiz at selling limited-term subscriptions during a carrier contest, but he didn't know how to service subscribers once he got them. Within six months, he says, he had "developed" a route with 100 subscribers into one with 50. That's still the way circulation is marketed by an overwhelming number of newspapers, says Grotta, who advocates a new approach—incentives for continuing subscribership.

His other vocation suffers from the same syndrome. "I think we do a lot of things in journalism education for the same reason we do a lot of things in the newspaper business—because we've always done it that way," he says. There has been some progress, he says, but "we have a long way to go . . . to make journalism education more relevant to the media as they are today." □

To cover education, get close

BY DONALD FRY

Education involves two of the three favorite subjects of readers—animals, children and money—so one might expect newspapers to cover it expertly and thoroughly. Unfortunately, the traditional structures of newspapers and reporting practice seldom mesh with the shapes of education.

Put simply, news coverage remains event-oriented, while education devotes itself to development. Melvin Mencher, professor at the Columbia University Graduate School of Journalism, defines news as "information about a break from the normal flow of events, an interruption in the expected." But instruction assumes an orderly flow of cumulative routine procedures conducted in an atmosphere which avoids interruption.

Donald Fry

Editors typically assign "schools" to beginners, or to cub reporters who have just worked their way up from "night cops." And reporters typically cover education the way journalism schools taught them to gather news—by focusing on events, mostly school board meetings. The reporter struggles to stay awake and hopes the assignment will end soon. There lies the flip side of the problem: By the time a reporter begins to learn something about schools, the beat changes.

Desk editors compound the problem by rejecting story ideas that attempt to capture the slow pace of educational developments. David Bednarek, education reporter for The Milwaukee Journal, says: "Education stories move slowly, and editors tend to think they've seen this story before." Trend stories do tend to look alike when the trend extends over years and decades.

Dr. Fry served for 18 years as an English professor and administrator at the University of Virginia and at the State University of New York at Stony Brook. He is now an associate director of The Poynter Institute for Media Studies in St. Petersburg, where he teaches writing.

Bednarek believes newspapers fail to cover the major education story of our time: integration. Integration succeeds at an almost generational pace, but news focuses on the conflicts between interested groups. Even those conflicts lose their drama by repeated coverage of similar confrontations. Students' getting along with one another in a classroom just doesn't look like news.

Newspapers also tend to overlook other aspects of education because they seem too large and amorphous or move glacially. Curriculum and basic requirements evolve over time. Educator Clark Kerr once quipped that it is easier to move a cemetery than change a curriculum.

To understand education, the reporter has to get inside the living whale and look around. But getting deep inside may not prove easy, and the observer may see little newsworthy there. The responsible reporter needs to touch base with the officials up front, such as the college president or the superintendent of schools, but they seldom provide useful paths.

John Wheeler, who teaches English and journalism at Lyons Township High School in LaGrange, Ill., advises asking the principal to name the five most creative teachers in the school. They might not tell you what you want, but they know who will tell you.

Wheeler says that most reporters fail to understand a school by not spending enough time there. Being whisked through on the arm of an assistant principal does not lend itself to coverage in depth. He advises lurking in the cafeteria and the parking lot, and standing beside open hallway doors, listening to classes. "That's the secret; you've got to hang out there."

My own university experience suggests that reporters have an unfortunate tendency to depend on faculty statesmen, usually professors who reliably come up with colorful quotes. The Milwaukee Journal's Bednarek agrees, avoiding spokesmen who "sometimes didn't know what they were talking about, although they said it very nicely."

Everyone would agree that reporters should observe classes, but the very familiarity of the classroom makes it difficult to see anything. Sixteen years of schooling conditions us to sit still and watch the teacher, while the action goes on elsewhere. Tom French, a feature writer for the St. Petersburg Times, sampled reading classes of Melinda Galaher, a first-grade reading teacher, over the course of a school year. Confessing that he sometimes had trouble staying awake on his former courts beat, he said he found classes "easy in terms of seeing things, because so much was going on." He focused on a few students and watched them intently, especially their facial expressions.

French studied how their mouths formed certain words, saw how they kept their place on the page with a finger and listened to their stumbling pronounciations. He confirmed his inferences about the students' inner lives by asking them gentle questions. He paid attention to what the students said to each other, and to their physical and emotional interactions. And he consulted with parents about home situations that might account for classroom performance. The reporter tested his observations on Galaher because he felt he "had to be accurate to maintain his credibility with her."

French wrote a brilliant series of articles, providing deep insights into teaching, this teacher, and the joys and problems of one St. Petersburg classroom. As he put it, "I just let myself be led by my own curiosity."

Short of cloning Tom French, how can publishers and editors overcome the inherent barriers to covering education with depth and precision? The following tips come from some of the best practitioners in the field:

- Treat education as a prestigious beat and assign a first-rate reporter to it for an extended period. Give that reporter latitude.
- Provide helpful research materials, including books and subscriptions to periodicals.
- Support the writer with a membership in the Education Writers Association.
- Believe in the reader's interest in and need for information about this vital area. Remember Professor Mencher's second traditional definition of news as "information people need to make rational decisions about their lives." □

REGULATIONS

Ink firms grapple with rule on cancer-warning label

The federal "hazard communication" standard is posing a serious challenge for ink manufacturers and the newspaper business.

The challenge is whether:

- To continue using the current formulas for news inks—which, according to one ink company executive, will require putting a warning label on a significant proportion of the inks indicating that the oil contained in them is a potential carcinogen; or
- To change to a somewhat more expensive oil that will not require a cancer warning.

And the challenge is one with a deadline. Under the standard, published in final form Nov. 25, 1983, materials determined to be hazardous must be labeled by Nov. 25 of this year.

ANPA was expected to issue an "Environmental Alert" on the matter in late August.

Of the four major suppliers of ink to the newspaper business, two declined to comment to presstime on the situation at any length.

Beyond stating that his company intends to comply with the law, Robert H. Flint, president of Flint Ink Corp., said he had no comment until ANPA reports on the situation to its membership.

Massie E. Odiotti, vice president of Sun Chemical Corp. and head of its General Printing Ink division, said it was "too premature" to comment. "Until we know how our raw material suppliers will be classifying our various raw materials, we are not in any position to say how we are going to label yet."

However, officials at J.M. Huber Corp. and U.S. Printing Ink were willing to talk in some detail about the effect of the regulation.

"If we [the ink industry] were to say, 'We are just going to market the current products,' I think it is highly probable we would have carcinogen labels on them," said Gerald A. Lessells, manager of environmental services for J.M. Huber's Printing Ink Division.

Commenting in late August, Lessells added that it would not be known for certain for several more weeks because companies making ingredients that are used in ink manufacture have not provided all information to the ink manufacturers. Like the ink companies, the oil companies also have until Nov. 25 to label their products.

"If the oil companies put cancer warning labels on their products, we are going to have to follow suit," said U.S. Printing Ink President Ronald C. Baker. However, he added, there are oils that will not require labels, and they will be available to the trade by that date [Nov. 25]."

Both ink company executives said there was no risk involved in using the inks as currently formulated.

"We don't really feel there is risk for the pressman if he has the proper personal [protective] equipment and training," said Lessells.

Baker said, "We don't believe there is any risk [with] our products. We don't think there is any documented proof that ink has ever caused any kind of cancer."

IARC monograph. Then why the labeling question?

In its hazard communication standard, the U.S. Occupational Safety and Health Administration requires chemical manufacturers to assess the hazards of the chemicals they produce, then make sure that each container of a product with a hazardous chemical is appropriately labeled. The rule also requires manufacturers to develop "material safety data sheets" providing additional information to employees on the hazard involved [presstime, March 1985, p. 27].

"We don't think there is any documented proof that ink has ever caused any kind of cancer."

Users of these chemicals, such as newspapers, must establish a hazard communication program that includes training employees in the safe use of the chemicals.

OSHA tells manufacturers that in assessing the hazards of chemicals they should treat three sources as authoritative that a chemical is a carcinogen or potential carcinogen. One of those sources is the International Agency for Research on Cancer Monographs. The monographs contain IARC's evaluations of the carcinogenicity of chemicals, based on a review of scientific literature.

In April 1984, IARC issued a monograph evaluating mineral oils, along with a number of other "polynuclear aromatic compounds." It said there was "sufficient" evidence to conclude that certain classes of these oils cause cancer in laboratory animals.

Oil is used in ink as a "binder" or "varnish" to hold the dry pigment on the surface of the paper. Under the OSHA standard, any mixture that contains 0.1 percent of a component considered a carcinogen must itself be considered to present a carcinogenic hazard.

"Certainly, there would be a significant proportion of news inks on the market now that contain oils in an IARC category that would require a carcinogen label after Nov. 25," said Huber's Lessells.

Other oils examined by IARC would not require labeling, he pointed out. But these more highly processed oils are "significantly more expensive" than the oils now being used for the news inks, he said.

Developmental work is going on now, Lessells added, to come up with an ink that would have all the properties, such as runability on the press, of the current inks but without the same oil ingredients of the current inks.

While Lessells said he was confident that the ink industry would be able to come up with a new, competitive formula, both he and U.S. Printing Ink's Baker said the decision on whether to make news inks using the more highly processed oils will be one dictated by their customers.

Representatives of ink companies met in August with a special task force from ANPA's Technical Committee to discuss the situation.

Both ink company executives also said there would be problems for their companies if newspapers split on whether to switch or to stay with the current formula.

Baker said U.S. Printing Ink "can make two kinds" of inks using two kinds of oils but "not without internal problems." Lessells said he could not state that Huber would make only one kind of ink, but he added that the difficulties for his firm in producing two kinds of ink appeared "insuperable." Because of ink's viscosity and its tendency to cling to storage tanks, it would be necessary to have two sets of equipment so as not to contaminate the ink produced with the more highly processed oil, he explained.

Adding to the uncertainty is a controversy in the oil refining business over processing methods—"hydrotreating" and "solvent refining"—and how to tell if an oil has been processed sufficiently to no longer be considered carcinogenic, according to a July 17 article in Chemical Week magazine.

While most concern has centered on the possibility that ink will carry a cancer-hazard warning, ink also is expected to bear warnings covering other types of hazards as a result of their chemical components.

Other products. Ink is by no means the only material used by newspapers that will require a warning label of some type.

Anchor/LithKemKo, for example, will be putting a cancer warning on some of its products, according to Albert R. Materazzi, a consultant to the company.

"Some preparations required by the newspaper industry, such as gum solution (contained in wipe-on chemicals for plate developing), require a preservative," he said. "These preservatives are normally fungicides or bacteriocides and some can be, in excessive concentrations, carcinogens. Because of this, the material safety data sheet will have to note this if they are present in concentrations of 0.1 percent or more, even though these are well below the 'threshold limiting values' established by OSHA."

The company has produced training films for newspapers' use and also has established a 24-hours-a-day hotline to respond to calls from medical personnel for further information on its products.

NDI Chemical Co., the manufacturing subsidiary of New England Newspaper Supply Co., has not changed warning labels on its solvents in anticipation of the hazard communication standard, but material safety data sheets are being expanded, according to Frederick H. Eichler, vice president in charge of research and development. The new ones contain "more information about ingredients, and we're dispensing a little more information on hazards and first aid," he said.

Another solvent company, Ryco Graphic Manufacturing Inc., is grappling with the question of how much information about ingredients it must put on container labels.

According to Edward Toliopoulous, purchasing agent, the company will list the components on safety sheets made available to employees—but for competitive reasons would prefer not to put them on the label.

"As of now, we have not elected to list every component by itself on the label," he said. But by Nov. 25, "We don't know where we are going to come out."

—Margaret Genovese

Manual being distributed on compliance with rule

A manual to help newspapers comply with the Occupational Safety and Health Administration's hazard communication standard will be available from ANPA this month.

Compiled by the ANPA environmental services staff, the federal Hazard Communication Standard Compliance Package, or "Hazpak," includes information on developing a hazard communication program, record keeping, employee training and educational materials, container labeling, contractor notification procedures, and services available from ANPA. Newspapers must be in full compliance with the standard by May 25, 1986.

Each ANPA-member newspaper will receive one copy of Hazpak free of charge. Additional copies may be purchased from the Association for $25.

ANPA also has assisted in the production of an audiovisual program designed to give newspaper employees preliminary training required by the standard. It is available for $325 plus $7.50 for shipping and handling from Industrial Training Systems Corp., 11260 Roger Bacon Drive, Suite 201, Reston, Va. 22090. Multi-copy discounts are available.

REGULATORY NOTES

• The U.S. Environmental Protection Agency July 17 issued its final rule on use of **polychlorinated biphenyls in electrical transformers** [presstime, Dec. 1984, p. 34].

By Dec. 1, owners of existing PCB transformers must register them with local fire departments and owners of nearby buildings, must mark the outside of the transformers as containing PCBs and must remove combustible materials from around them.

With regard to PCB transformers in or near commercial buildings, the rule bans further installation after Oct. 1, requires that existing "higher secondary voltage network" PCB transformers be removed within five years and that additional electrical protection devices be installed in certain other kinds of PCB transformers within the same period.

Because they include offices, newspaper plants are considered to be commercial buildings, according to Denise M. Keehner, chief of the regulatory section of EPA's chemical regulation branch.

• The Federal Communications Commission Aug. 7 voted 4-0 to adopt a report concluding that the "**fairness doctrine**" no longer serves the public interest.

However, the commission did not resolve the question of whether it has the authority to eliminate the doctrine, which requires broadcasters to cover issues of public importance and to provide reasonable opportunity for the presentation of contrasting viewpoints [presstime, Nov. 1985, p. 35]. Instead, it decided to turn over to Congress the record it compiled on why the requirements are no longer necessary.

• The FCC overturned a 1983 Nebraska Public Service Commission order requiring that Cox Cable Communications seek common-carrier certification for **voice and data transmission services** it planned to offer over cable-TV lines in Omaha.

Cox Cable had asked the commission to rule that its authority pre-empts state and local regulation. ANPA had urged commission action on the issue to ensure that electronic publishing services were not subject to state regulation, according to Kathleen Criner, ANPA director/telecommunications affairs [presstime, Nov. 1984, p. 37].

COURTS

Judge says paper did not violate antitrust law

A federal magistrate has ruled in favor of a twice-weekly newspaper in Mississippi in an antitrust suit brought by the publisher of a now-defunct daily paper.

The Peoples' Press Inc. of Yazoo City had alleged that the Yazoo Publishing Co., publisher of The Yazoo Herald, violated federal antitrust law, and that the anti-competitive practices resulted in the closing of Peoples' Press and a shopper.

Peoples' Press charged the practices, including predatory pricing, began in 1980 when the Herald went from five- to two-days-a-week publication and began publishing a shopper. In the same year, Peoples' Press converted from three- to five-days-a-week publication.

"At most the evidence produced by the plaintiff was that defendants sought to match the competition of Peoples' Press and to protect their investment in the Yazoo Herald," said Magistrate John R. Countiss in his July 23 opinion.

The death of the Peoples' Press in 1982 was "a direct result of its own actions," Countiss said. "It was plaintiff's pricing practices and its conversion to a daily paper, not the rate reductions by the Herald, which precipitated the failure of the Peoples' Press," he said.

James R. Mozingo, attorney for Peoples' Press, said he expects his client to appeal.

Yazoo Publishing Co. is owned by Commmercial Printing Co., which also owns two daily newspapers—the Pine Bluff (Ark.) Commercial and the Daily Siftings Herald in Arkadelphia, Ark.

Two other newspaper antitrust cases have been settled out of court. They are:

- The suit brought against The Indiana (Pa.) Gazette by John T. Lockmonic, publisher of a shopper called The Little Dealer. The Gazette also had been the subject of a U.S. Justice Department inquiry, which was terminated last year [presstime, June 1984, p. 35].
- The suit brought against the Ogden (Utah) Standard-Examiner by Clipper Publishing Co. Inc. of Bountiful [presstime, Dec. 1984, p. 32]. Clipper, publisher of weeklies and shoppers, had claimed federal antitrust violations by the Standard-Examiner in connection with the daily's total-market-coverage publication. □

COURT BRIEFS

- U.S. District Judge Gene Carter June 17 denied a request by three individuals to have their antitrust suit against the Daily Sun of Lewiston, Maine, certified as a "class" action.

The individuals, current or former subscribers of the newspaper, alleged the inclusion of a new Sunday edition in the weekly home-delivery subscription service was an illegal **tying arrangement** [presstime, Jan. 1985, p. 40]. They had sought to include as plaintiffs all of the newspaper's subscribers.

- A federal judge has upheld a news syndicate's **territorial exclusivity** pact, saying such agreements are "the custom" of the newspaper and broadcast industries.

"In the end, such exclusive subscriptions result in each interested area newspaper contracting with a different service, thus guaranteeing that the reading public has access to a wider variety of news reporting and opinions," said U.S. District Judge Stanley S. Brotman of Camden, N.J., while ruling in favor of the Los Angeles Times-Washington Post News Service in a case brought by The Gloucester County Times of Woodbury, N.J.

- ANPA has joined in filing a friend-of-the-court brief in *Philadelphia Newspapers Inc. v. Hepps*, pending before the U.S. Supreme Court [presstime, Aug. 1985, p. 34]. The brief supports the position that the **burden of proof in a libel case** is on the plaintiff to show that the statement at issue is false.

- After a second trial, Carla Cantor, a reporter for the Morristown (N.J.) Daily Record, again has been found guilty by the Kenilworth, N.J., Municipal Court of **impersonating a government official.**

Cantor had been accused of posing as a morgue official to obtain interviews with the family of a murder victim [presstime, March 1985, p. 37]. Cantor has filed an appeal in Union County Superior Court.

- U.S. District Judge Charles E. Stewart Jr. Aug. 6 sentenced former Wall Street Journal reporter **R. Foster Winans** to spend 18 months in prison and to pay a $5,000 fine after finding him guilty of conspiracy, securities fraud and mail and wire fraud [presstime, Nov. 1984, p. 34].

- A court order barring The Fresno (Calif.) Bee from publishing stories based on a report summarizing a grand jury investigation was lifted July 17 by a Fresno County Superior Court judge. The Bee had ignored the **temporary restraining order,** issued by another superior court judge, and published a story based on the report anyway.

LEGISLATION

Smokeless tobacco ad rule called 'intrusive'

ANPA has expressed concern to a congressional subcommittee about a bill to require health warning messages in advertising for smokeless tobacco products.

HR 2950 would require that all smokeless tobacco advertising contain one of three specific warning statements. The Federal Trade Commission would develop a system for rotating the messages.

Under the bill, the warnings would have to appear in print advertisements in "a conspicuous location and in conspicuous and legible type in contrast by typography, layout and color with all other printed material in the advertisement." The bill also would require the statements to be within a circle and arrow format.

In an Aug. 5 statement to the House Subcommittee on Health and the Environment, ANPA said the bill "proposes another expansion of governmental control over the commercial speech of advertisers and, indirectly, over the newspapers printing that speech."

The Association said the requirement for color in the advertising is "especially intrusive."

The subcommittee held a hearing on the bill July 26. No further action has been scheduled. □

Senate OKs ad bill

The Senate July 26 passed a Federal Trade Commission reauthorization bill that would prohibit the agency from promulgating industry-wide rules regulating advertising on the basis of unfairness [presstime, June 1985, p. 55]. The House of Representatives has not yet acted. □

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Postal Affairs

Postal funding picture brightens

Congress has taken steps that could result in good news for newspapers in terms of second-class mail rates.

The House and Senate agreed on a fiscal 1986 budget resolution calling for $748 million for the "preferred" mail subsidy, which benefits newspapers mailed to destinations within the county of publication and those with fewer than 5,000 copies sent outside the county.

Such a level of "revenue forgone" funding is about $120 million shy of an amount that would allow second-class rates to remain at existing levels. But it is $648 million more than what the Senate earlier had proposed [presstime, July 1985, p. 57].

Some observers had predicted that Congress, strongly pressured to curb mounting federal deficits this year, would allocate no or very little revenue forgone money for the fiscal year starting Oct. 1.

The improved outlook continued in the next step of the federal spending process.

The House in early August passed an appropriations bill including $922 million for the preferred-mail subsidy. In late August, there was a proposal in the Senate to appropriate $801 million. There was no schedule for a full Senate vote.

The appropriations bill before the Senate contains a proposal to limit sharply the eligiblity for in-county rates—including daily newspapers' second class, total-market-coverage programs.

The proposal, supported by the National Newspaper Association, would limit the in-county rate to publications whose primary circulation is within the county of mailing.

Tonda F. Rush, ANPA counsel/government affairs, said it could adversely affect metropolitan newspapers that distribute heavily in multi-county areas. □

ANPA says its plan would have netted postal surplus

The U.S. Postal Service could have accumulated a big surplus this year instead of a big deficit had it followed ANPA's recommendations for "fair and equitable" postal rates, according to the Association.

"If the higher rates for third-class bulk regular rate mail recommended last year by ANPA had been adopted, the Postal Service could have been projecting a $300-million surplus instead of the $500-million deficit" predicted for the fiscal year ending Sept. 30, said Jerry W. Friedheim, ANPA executive vice president and general manager.

ANPA said its finding was supported by results of the mail-speed survey it conducted recently. The survey showed little difference in delivery time between first- and third-class mail, despite a big difference in cost [presstime, Aug. 1985, p. 38].

ANPA said USPS lost nearly $1 billion over the past five years by not collecting postage for all pieces in shared-mail packages—in which two or more ad circulars are combined to form one postal piece. □

New rules proposed for 2nd-class TMC

The Postal Rate Commission's Office of the Consumer Advocate, supported by the U.S. Postal Service and third-class mail interests including Advo-System Inc., has suggested new regulations for newspapers' total-market-coverage programs mailed second-class.

The recommendations are contained in a proposal to settle Advo's complaint at the commission against second-class TMC programs [presstime, Aug. 1985, p. 39]. Advo is a major competitor of newspapers for the business of distributing advertising preprints.

Among the suggested new rules for the TMC publications, also known as "Plus" issues, are sharp limits on use of in-county rates and a new requirement for a minimum 25-percent editorial content.

ANPA in late August was preparing comments opposing the proposed settlement terms. □

ANPA names chairman

Sandra C. Hardy, director and corporate vice president of Calkins Newspapers, Levittown, Pa., has been named chairman of the ANPA Postal Committee.

Hardy was appointed by ANPA Chairman and President Richard J.V. Johnson to succeed W. Gilbert Faulk Jr., who resigned as vice president/legal of Dow Jones & Co. to pursue other business interests. □

Telecom

AT&T unit quits real estate listing project

AT&T Information Systems plans to withdraw early next year from an electronic real estate listing service that it has helped operate since last fall under an agreement with the Monmouth (N.J.) County Board of Realtors.

The costs of running the project are too high to set a price acceptable to a broad base of customers, said Mari McKean, the company's district manager for media relations.

At the same time, McKean said the project demonstrated the "need for this kind of information in the real estate market." She said the AT&T subsidiary is "exploring other real estate applications" for electronic technologies but declined to be more specific.

The decision to withdraw from Monmouth County was effected by an extensive cost-cutting program and a hard look at various projects' financial returns, McKean said. She added that no attempts are being made to sell the service.

When the company's original plans came to light last spring, some newspaper executives expressed concern about potential adverse effects on real estate advertising [presstime, May 1985, p. 47]. □

Viewtron announces additional expansions

Viewtron videotex service is expected to be available in October to Commodore, Apple II and IBM personal computer owners in most U.S. cities.

Viewdata Corp. of America, the Knight-Ridder Newspapers Inc. subsidiary that runs the videotex service, also said Viewtron and a Pittsburgh bank will begin offering this fall an electronic banking service.

Each of the recently announced ventures—and an earlier announced move into the Minneapolis and St. Paul market [presstime, Aug. 1985, p. 40]—depends on reception of Viewtron through a customer's personal computer. The approach underscores Viewtron's increasing emphasis on PCs rather than the dedicated terminals originally required.

Viewdata officials said the expanded offerings require a relatively small additional investment by the company. □

Licensing issue reaches Inter-American court

A number of press groups are filing friend-of-the-court briefs with the Inter-American Court of Human Rights in opposition to the licensing of journalists. Many believe a case now before that body may have far-reaching implications for press freedom in the Western Hemisphere, and perhaps elsewhere in the world.

"This is the first time an international court has considered the press freedom aspects of licensing journalists," said Dana Bullen, executive director of the Reston, Va.-based World Press Freedom Committee. In many ways, it's like the Zenger case," which in 1735 established the principle that truth is a defense in libel litigation.

"It's the single most important issue that's been in front of us for a long time," said William P. Williamson, executive director of the Inter American Press Association, which has headquarters in Miami. "Our whole philosophy of freedom of expression is connected to this."

At issue is the validity of quasi-governmental bodies called "colegios"—groups of journalists who have legal rights to set criteria on who may practice journalism in their countries.

Colegios now exist in at least 13 Latin American countries: Brazil, Bolivia, Chile, Colombia, Costa Rica, Ecuador, Guatamala, Haiti, Honduras, Panama, Peru, Venezuela and the Dominican Republic.

New York lawyer and First Amendment expert Floyd Abrams commented: "On a world scale, it [licensing by colegios] seems to me to violate the fundamental principles of human rights.

"The effect of empowering a group to determine who may serve as a journalist or editor is anathema to the concept of a free and autonomous press," said Abrams, who is preparing an amicus brief on behalf of the Lawyers Committee for Human Rights, the Committee to Protect Journalists and America's Watch, all New York-based public-interest groups.

The issue before the Inter-American Court of Human Rights grows out of the case of an American convicted of practicing journalism in Costa Rica without a license because he did not have a journalism degree from the University of Costa Rica—one of the criteria set by that country's colegio. In late 1984, journalist Stephen B. Schmidt lost his appeal to the Inter-American Commission on Human Rights, which refused to send the case to the Court of Human Rights [presstime, Jan. 1985, p. 47].

Subsequently, the issue was sent to that court by the government of Costa Rica, which as a member of the Organization of American States has the right to seek an advisory opinion.

According to the court's secretary, Charles D. Moyer, the case will be heard in two parts:

- On Sept. 5, the court will hold a public hearing on whether the Costa Rican law involved is compatible with the 1978 American Human Rights Convention, which established both the commission and the court.
- In November, the court will consider "the whole general question of the compulsory membership of journalists in a professional organization."

Three groups have been invited to speak at the September hearing: the Inter American Press Association, the Costa Rican government and its Colegio de Periodistas.

An amicus brief filed by ANPA and the American Society of Newspaper Editors focuses on the conflict between Costa Rica's colegio and freedoms granted by the American Human Rights Convention.

"Journalism involves the seeking and imparting of information, which is a human right extended to all persons by Article 13 of the Convention," says the ANPA brief, which maintains that in setting criteria for journalists, the colegio imposes "prior censorship" and takes this right away.

Another brief will be filed on behalf of the WPFC, International Press Institute, The Newspaper Guild and the International Association of Broadcasting.

Richard M. Schmidt Jr., a member of the Washington, D.C., law firm of Cohn and Marks, which is preparing the brief, said it will stress the impact of the Inter-American court's ruling beyond the Western Hemisphere.

"The court's decision will have an important effect in other countries where Article 19 of the Universal Declaration of Human Rights would provide the identical protection for free speech and press," Schmidt said.

Advisory opinions of the court are not binding, but in the past few years, its decisions have been followed by the affected countries.

The court's seven judges are elected by member governments of the Organization of American States. Judges scheduled to hear this case are from Honduras, Costa Rica, Colombia, Venezuela, Peru, Jamaica and the United States. —*Marcia Ruth*

WORLD PRESS NOTES

- The Lebanese operations manager of ABC News was **released five days after his kidnapping** Aug. 3 by unidentified gunmen in Beirut. Shakib Humaidan, who has worked with the company 17 years, was abducted from his chauffeur-driven car on the way to the airport and a flight to the United States for a medical checkup.

  Three journalists are still being held by terrorists in Lebanon, the latest a photographer for Sipa, a French photo agency, who disappeared June 28 [presstime, July 1985, p. 57].

- The editor of an English-language newspaper critical of the Philippine government was found **shot to death** in his car Aug. 20. According to the country's National Press Club, Joselito Paloma is the 11th Filipino journalist slain this year [presstime, July 1985, p. 57].

- After a one-day **journalists' blackout** of radio and television news, the British Broadcasting System agreed to air a documentary on Northern Ireland, which some government officials had claimed would encourage terrorism.

- The owner, publisher and three reporters of an Athens newspaper received **sentences of from six to nine years for libel.** At issue was publication of police documents listing possible members of the "November 17" terrorist organization, which took responsibility for killing an American CIA official and U.S. Navy captain, and for other assassinations in Greece.

- Executives of ANPA-member newspapers are eligible to attend the **13th Management and Marketing Symposium** of the International Federation of Newspaper Publishers (FIEJ) Oct. 24-25 in Brussels, Belgium.

  Titled "Newspapers: Prospects for Growth," the symposium will feature more than 20 speakers from nine countries addressing editorial, advertising, circulation and promotion strategies, as well as electronic technology.

  Registration forms, which are due Sept. 15, are available from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center, Reston, Va.

SNPA blasts idea to reduce print media's accrediting role

A proposal to cut deeply into the voting representation of print media organizations on the journalism school accrediting body has drawn fire from newspaper organizations.

The Southern Newspaper Publishers Association Board of Directors Aug. 8 unanimously passed a motion expressing "strong opposition" to the proposed restructuring of the voting system of the Accrediting Council on Education in Journalism and Mass Communications.

Under the proposal, print media (news-editorial) organizations would be limited to four voting representatives [presstime, June 1985, p. 69]. Currently, there are 10 such print media organizations with membership in ACEJMC, and each has a vote.

"In our opinion, the one-person, one-vote rule should remain in effect," said SNPA President Ruth S. Holmberg, publisher of The Chattanooga (Tenn.) Times, in an Aug. 14 letter to ACEJMC President Joseph W. Shoquist.

"Nothing that would alter this voting structure should be used to address ACEJMC's problems," Holmberg wrote.

Shoquist, who is managing editor-special projects of The Milwaukee Journal, told presstime he also has received "strong expressions of concern" from members of the American Society of Newspaper Editors.

And as the accrediting council's representative from the Associated Press Managing Editors Association, Shoquist said he, too, is "concerned that we not undermine the newspaper role" in ACEJMC.

Newspapers and newspaper organizations have been "significant" contributors to the council through their financial support and their interest in its activities, Shoquist noted. "It isn't logical to suddenly disenfranchise those organizations that have supported the council so well," he said.

At the same time, he noted "that the council has a lot of newspaper representatives on it, and it is the council that will be deciding its own fate." It is "unlikely," he added, that the proposal will be approved in its present form.

The proposal was made last May by a committee Shoquist named to re-examine the council's structure in light of some criticism that newspaper organizations are overrepresented. The plan will be discussed when ACEJMC meets Oct. 19 in Chicago.

The restructuring committee is headed by Billy I. Ross, chairman of the Department of Mass Communications at Texas Tech University.

In another ACEJMC development, Susanne Shaw, a former newspaper editor and publisher, has been named the council's executive director, a part-time position.

Shaw is general manager and news adviser of the University Daily Kansan and director of professional development at the William Allen White School of Journalism at the University of Kansas. Prior to that, she was editor and publisher of The Coffeyville (Kan.) Journal. She also has taught journalism at the University of Kansas.

Shaw will assume her new duties in January, succeeding Roger A. Gafke, vice chancellor for development, alumni and university relations at the University of Missouri, who resigned. The change means that the ACEJMC office will move from the University of Missouri to the University of Kansas in Lawrence. □

presstime sets new educator subscription rate

Just in time for the start of the school year, presstime has announced a bulk subscription-rate policy for journalism educators.

Under the new policy, 10 or more subscriptions mailed to the same address will be $25 per annual subscription, which is one-fourth the regular non-ANPA-member price of $100 and half the special educator rate of $50.

"Educators' response to presstime has been very enthusiastic," said Editor James E. Donahue. "We are taking this step as a means of allowing more of them to subscribe."

Donahue noted that ANPA continues to provide two complimentary presstime subscriptions to each journalism school or department. One goes to the head of the journalism program and the other to the journalism library.

For more information or to order, contact Mary Oran at presstime, The Newspaper Center, Reston, Va. □

J-school administrators offer consulting program, plan new magazine

The national organization of journalism school administrators has established a new program in which it will provide consultants to schools seeking to improve their programs.

It also plans to publish a magazine.

The executive committee of the American Society of Journalism School Administrators finalized details of the consulting program at a meeting during the August convention in Memphis of the Association for Education in Journalism and Mass Communication.

"It is very much a supplementary and supporting activity" to the work of the Accrediting Council on Education in Journalism and Mass Communications, said Kenneth Starck, director of the School of Journalism and Mass Communication at the University of Iowa, an accredited school.

Starck said schools will choose a consultant from volunteers from the 175-member ASJSA. Schools will be required to pay travel and other expenses.

H.W. Norton Jr., chairman of the Department of Journalism at the University of Mississippi, was named to head a committee to plan a budget for the new ASJSA magazine and search for an editor. The first issue of the magazine, expected to be published no more than quarterly, will appear within a year.

AEJMC also has publication plans. Its executive committee in August decided to redesign its four publications: Journalism Abstracts, Journalism Educator, Journalism Monographs and Journalism Quarterly.

Meanwhile, at the AEJMC convention, the organization passed resolutions supporting high school journalism courses, the Committee to Protect Journalists, its job/scholarship referral service for minorities run by Howard University and its summer internship program for minorities run by the Institute for Afro-American Studies at New York University.

Leonard W. Lanfranco, executive director of both AEJMC and ASJSA, will leave those organizations this month to become the executive director of the Oregon Newspaper Publishers Association. Jennifer H. McGill, Lanfranco's administrative assistant, will be interim executive director while a successor is sought. The organizations' headquarters are on the campus of the University of South Carolina in Columbia. □

New course builds expertise in database searches

A new course at the University of Missouri School of Journalism is giving students practical skills needed to retrieve information from electronic databases.

"I think it's only a matter of time until database-searching capabilities will be a feature most newspapers won't be able to do without. The information out there is just too vital," says Donald J. Brenner, associate dean for graduate studies and research, explaining why the course was launched last January.

The course is being taught under an agreement between the university's journalism and library schools.

In an introductory lecture, instructor MaryEllen Sievert used a favorite demonstration to illustrate advantages of database searching. She showed students how to find the longest article ever printed in The New York Times—a task that takes only a moment using a simple search strategy.

"For a few years, the longest article was a sports story," says Sievert, a member of the Library and Informational Science School faculty. "But the last time I checked, it was an article on Cambodian refugees."

Length of an article may be irrelevant in most information-gathering projects. However, the point of Sievert's demonstration was not lost on the journalism students. "When they realize a similar search technique can be applied in finding information on just about any given subject, they want to know more," she notes.

Sievert explains that databases are made up of information from a multitude of sources such as newspapers, magazines, journals and newsletters. Database vendors contract for the material either directly from a newspaper or other media outlet, or from middleman suppliers.

Vendors market the information to subscribers who pay for time spent "online" with the database. To gain access to the database, users need a computer terminal equipped with a modem, the proper software, a phone line and an access code.

Costs vary. The three systems used in the University of Missouri course charge reduced educational rates.

Students enrolled in it have shown a variety of interests in their hands-on training—from researching libel cases to the military-media relationship.

"I think just being aware of the capabilities will make me more knowledgeable and will force my reporters to be more thorough in their research," says Stan Abbott, former executive editor of the Anchorage Daily News, who sat in on the course. "I can say, 'Have you checked this possibility yet?' And if they haven't, I'll ask, 'Why not?' "

Iranian journalist Manouchehr Hosseinzadeh, a doctoral candidate, observes that the advent of the "information age" raises concerns about information control in political, sociological, economic and legal terms. "How will this technology affect the relationship between nations with access to the information and those who don't?" he asks. "An understanding of database technology is necessary before you can tackle these larger questions."

Robert Stevens, newspaper reference librarian of The Missourian, published by the university's journalism school, says he hopes the course will enhance his skills in serving reporters' and editors' demands for information. "I need to refine my search strategy skills," he says. "It's really a professional development goal for me."

—Dwight Daniels

Daniels is a graduate student in journalism at the University of Missouri at Columbia.

Mike Davis

Former editor Abbott polishes search skills.

IRE search service proves valuable

Journalists without access to on-line databases are not necessarily shut out from using them.

Investigative Reporters and Editors Inc., at the University of Missouri in Columbia, now regularly performs searches as a service for its national membership, says Steve Weinberg, IRE executive director.

"It eliminates the ludicrous situation of reporters around the country constantly but only partially reinventing the wheel," says Weinberg, associate professor of journalism. "And, the technology is readily available and relatively inexpensive, especially when compared to spending hours in a library or on the phone."

Mike Sanders, producer at KCTV in Kansas City, used an IRE Search for background in a series on the selling of babies. For less than $50, the search produced a listing of articles, books and names. It turned what could have been days of work in the library into an afternoon's effort.

Weinberg and the IRE staff performed more than 50 searches last year. Topics ranged from Soviet espionage to immigrant smuggling. IRE charges its members a basic search fee of $47 and any expense incurred above that amount.

Deadline nears for NIE training seminar

Registration deadline is Sept. 16 for a Newspaper in Education Instructor Training Seminar to be conducted by ANPA Foundation Oct. 14-17 at Airlie House near Warrenton, Va. The seminar will provide newspaper personnel with skills necessary for training educators in use of the newspaper as a teaching tool.

Fee is $380 per person, including meals and accommodations. For information, contact Rose A. Stormer at the Foundation, The Newspaper Center, Reston, Va.

In other NIE news, ANPA-member newspapers have been sent copies of a handbook to help them prepare for Newspaper in Education Week March 3-7, 1986.

The observance will be sponsored jointly by ANPA Foundation and the International Reading Association. □

Scores of newspapers, applicants show interest in Job Bank

A job-matching service for journalists is at the break-even point after a little more than a year's operation, but it will "never be a huge moneymaker," says Edward T. Miller, one of the three principals in Job Bank.

Miller, former editor of The Morning Call in Allentown, Pa., says the business was started in June 1984 because of a "pressing need." Job Bank is "becoming an adjunct personnel office for a lot of newsrooms," he says.

The service is primarily for mid-level, rather than entry-level, jobs. "We have some recent graduates on file, but not many," Miller says. At the other end of the job spectrum, the service helped to place one publisher at a 22,000-circulation daily.

Job Bank is based in Cinnaminson, N.J., across the Delaware River from Philadelphia. The other principals are Craig Ammerman, former executive editor of the now-defunct Bulletin of Philadelphia, and Robert Lockwood, a newspaper designer and graphic artist who worked with Miller in Allentown.

Debra S. Bissinger, a former reporter and city editor of several newspapers, is the director of Job Bank, assisted by Sue L. Nicklaus.

At present, Job Bank is concentrating on matching news/editorial people with jobs at daily newspapers. But Miller says the service may be expanded to advertising and circulation jobs. After that, he says, the company may get into the broadcasting and public relations fields.

"We have made contact with 2,000 journalists," Bissinger says. Job Bank also is the "official job resource" for the Society of Professional Journalists, Sigma Delta Chi, she notes.

There are about 1,400 applicants on file, Bissinger says, and about 200 newspapers have used the service as well as several business magazines. Job Bank has "a lot of repeat business," she says.

Here's how it works:

Resumes are coded into Job Bank's computer. The applicant pays a $50 charge for six months in the bank. A second six months costs an additional $25. (The company does not screen applicants, putting into the computer all who pay the fee.)

As an example, a newspaper might want a copy editor for the sports desk who will work nights, has about five years' experience and a college degree. The newspaper indicates the salary range for the job and whether it prefers to recruit from specific geographical areas. The information is coded into the computer, and a search is made for those that match the request.

Job Bank then calls the newspaper with the vacancy to review the applicants—usually 10 to 15—who match the request. The resumes are sent to the paper for a $200 fee. The newspaper then contacts the job candidates.

Bissinger says about 45 people have been placed in new jobs so far. About 20 others received job offers they turned down.

The St. Paul (Minn.) Pioneer Press & Dispatch recently hired a business writer through Job Bank. "He proved to be the kind of person we wanted," says Wayne Hassell, assistant to the executive editor.

"It's one of the resources we have tapped," says Earl R. Maucker, managing editor of the Fort Lauderdale (Fla.) News and Sun-Sentinel.

"We've had two hires" from Job Bank, he says, one on the business desk and a feature writer. While Maucker says he is satisfied with the service, he would prefer hiring in the traditional manner—through contacts in the industry.

Executives of traditional executive search firms that specialize in the newspaper field, such as Patrick J. Quinn Jr., vice president of Gordon Wahls Co. of Media, Pa., say Job Bank has not had any effect on their operations.

Carl E. Youngs, the partner in Youngs, Walker & Co. of Inverness, Ill., points out that most employers use executive recruiting firms like his because of their "overall screening process." A firm like Job Bank "might be helpful at lower levels," he says, but "the people we're looking for wouldn't invest $50" to be listed in a computer. —*Clark Newsom*

Journalist may be considered for 1986 space shuttle flight

If there is a "first senator in space" and soon a "first teacher in space," can the "first journalist in space" be far behind?

Probably not.

Representatives of news media groups, including ANPA, met recently with officials of the National Aeronautics and Space Administration to discuss the possibility of a reporter's being included in a 1986 space shuttle mission.

NASA has not ruled on the possibility, but if it gives the go-ahead, a decision would have to be worked out on how the first journalist in space would be selected.

Mark E. Brender, chairman of the Radio-Television News Directors Association's Media in Space Committee, said the selection process could involve a panel of journalism school deans representing the Association for Education in Journalism and Mass Communication who would, in consultation with working journalists, help NASA screen candidates.

Brender is an editor at ABC News. □

Campaign finance data available by computer

The Federal Election Commission will provide computer access to certain campaign financing information beginning Sept. 2.

Under the FEC's "Direct Access Program," data on candidates' campaign committees and on political action committees will be available for direct transmission to personal computers.

Initially, the data will be for the 1983-84 and 1985-86 election cycles.

Previously, this kind of FEC information was available only on computer tapes or hard-copy printouts.

Cost will be $50 for the first hour of transmissions and $12.50 for each additional quarter hour, or $1,000 for a month of unlimited access during the hours of 10 a.m. to 10 p.m. (Eastern time) Monday through Friday. □

Celebrating 10th birthday, Children's Express wants to increase number of bureaus

Children's Express, a news service produced by young people, is celebrating its 10th anniversary this year. And it's growing.

Editors at Children's Express are as young as 14 and no older than 18. Reporters are 13 or younger. They gather information not by taking notes but by using a tape recorder. Adult staff members then use the tapes to put the material into story form.

Despite the tender age of its news crew, the news service has gained respectability in its profession. It made journalism history in 1976 when it scooped the nation's top newspapers, television and radio stations with its report that Jimmy Carter had chosen Walter Mondale as his running mate [presstime, May 1980 p. 35].

In April 1983, United Press International began distributing Children's Express articles twice weekly. "We're now a regular news service," said Robert H. Clampitt, founder and publisher.

The number of active contributors ranges from 400 to 500 children, he said. The news service is based in New York City and operates bureaus in Newark, N.J.; Salem, Mass.; the San Francisco Bay Area; Tokyo; Wellington, New Zealand; and Melbourne, Australia.

The organization's top priority is the expansion of this bureau system in the United States, hoping to have 15 by the fall of 1988, according to Clampitt.

The bureaus in Salem and Wellington are sponsored by Newspaper in Education programs there.

"This is potentially a very exciting development," said Clampitt, who said those bureaus serve as models that can be emulated elsewhere.

Children's Express and NIE are "conceptually in the same place," said Judith D. Hines, vice president and director of ANPA Foundation, which oversees the NIE program.

In Salem, NIE worked with members of the community to find supporters and sponsors, mostly corporations, that agreed to give financial help to the Children's Express bureau.

"We felt we should promote an interest in journalism, to make area kids aware of the possibilities," said Lynn G. Sygiel, educational services manager for The Salem Evening News, which gives "in-kind support" of time, materials and advice, and runs the Children's Express column every Saturday.

There are 75-100 kids involved in the bureau, according to Sygiel, who works as a volunteer with Children's Express.

The most significant upcoming project for Children's Express is the November 1986 International Convention of Children and Media Professionals, to be held in New York City. "The idea grew out of an interest in getting children together to look at issues affecting children," said Clampitt, adding that the original concept was expanded to include journalists in the dialogue.

Meanwhile, plans are under way for a symposium in New York City Nov. 25-26 in preparation for next year's event. The symposium's panelists will include experts in children's issues from the United Nations Children's Fund, the Select Committee on Children of the U.S. House of Representatives, and media executives. They will address "The State of the World's Children" and "The Media's Treatment of Children's Issues."

"We see this as a media examination of itself, of its policies and coverage of children's issues," said Clampitt. "It is in no sense an attempt to bring pressure on the media but rather an examination from the inside, since we consider ourselves part of the media also."

Through the symposium and subsequent convention, Children's Express hopes to develop a databank on children's issues for news organizations. "We're looking to create some kind of handbook for journalists" on how to interview children and on some suggested topics for reporting, said Clampitt.

The November symposium will close with a 10th anniversary banquet, during which Children's Express will award a $2,000 prize recognizing the "best single piece of journalism in the past 10 years concerning issues relating to children," according to Clampitt. Newspaper articles and series are eligible. Entries are due Sept. 15 and should be accompanied by a copy of the articles and a letter explaining the articles' context and any results of the reporting.

Entries will be reviewed by Children's Express teen editors.

For additional information, contact Clampitt at 20 Charles St., New York, N.Y. 10014; (212) 924-9171.

—Miriam Arichea

Arichea, a Duke University senior, recently completed a summer internship at presstime.

Jennifer Avellino

Reporter Paul Whitney, 10, of New York interviews Nancy Reagan at 1984 Republican National Convention in Dallas.

Photographers produce 'white paper' on color issues

The National Press Photographers Association has issued a 67-page "white paper" on newspaper color.

The publication covers various dimensions of color reproduction as applied to newspapers, and it contains articles written by acknowledged experts in their fields. Among the topics covered are theory of color, quality control, comparing films, color transparency and negative color systems, and advanced electronic color systems.

For copies, contact Charles Cooper, Executive Director, National Press Photographers Association, P.O. Box 1146, Durham, N.C. 27702. □

NABJ expands goals toward coverage and content

The new president of the National Association of Black Journalists has set broad new goals for the organization and reaffirmed old ones.

Albert E. Fitzpatrick

NABJ is "going to play even a more important role in reviewing the media and looking at coverage and content," Albert E. Fitzpatrick told presstime. "And we'll be in a position to comment when we feel the media come up short."

Fitzpatrick, director of minority affairs for Knight-Ridder Newspapers Inc. and former executive editor of the Akron Beacon Journal, also said NABJ would continue to work toward more scholarships for black students, more internships, and more upward mobility for experienced minority journalists.

NABJ, the largest minority journalists organization in the country, elected Fitzpatrick at its 10th annual convention July 31-Aug. 4 in Baltimore. With a theme of "The Next Decade," speakers urged more minority people to work as journalists and to become more aggressive in covering minority communities.

"The time has come for a new generation of social concern and activism in journalism," Thomas Winship, former editor of The Boston Globe, told the record audience of over 1,000. "It is my fervent hope that black reporters and editors will be in the vanguard of it."

Because so many reporters and editors have no personal connections with the spreading poverty centers of America's major cities, "most newspapers are missing the biggest domestic time bomb of the decade," warned Winship, now president of the Center for Foreign Journalists. "The ghetto needs you. Your newspaper needs you," he said, urging black journalists to "light that fire in the newsroom."

Outgoing President Mervin Aubespin, associate editor for development at The Courier-Journal and The Louisville Times, recalled when, a decade ago, NABJ membership numbered less than 100. Aubespin said, "When you look around and see over 1,000 minority journalists, it is difficult to say, 'I cannot find any qualified ones'"—the explanation of some editors for not having more minorities on staff. □

Charts help to compare word processing programs

Reporters who cover personal computing often feel left behind, as though they were running a marathon with lead shoes. *Microcomputer Word Processing Comparison Charts* by Harold C. Durbin may help those afflicted to keep up with the pack on word-processing programs.

The charts evaluate 48 word processing programs by their various functions. More than 170 such functions common to many programs are listed, including cursor control, paging, hyphenation, etc. The charts detail both hardware compatibility and file management/editing options. There is a separate section for spelling checkers.

Also included are two lists of vendors, a glossary of terms and an explanation of the significance of each function.

The 50-page book costs $25 and is available from Durbin Associates, 3711 Southwood Dr., Easton, Pa. 18042. □

First Amendment Congress to locate on campus of U. of Colorado

The First Amendment Congress plans to establish a central office at the University of Colorado in early 1986.

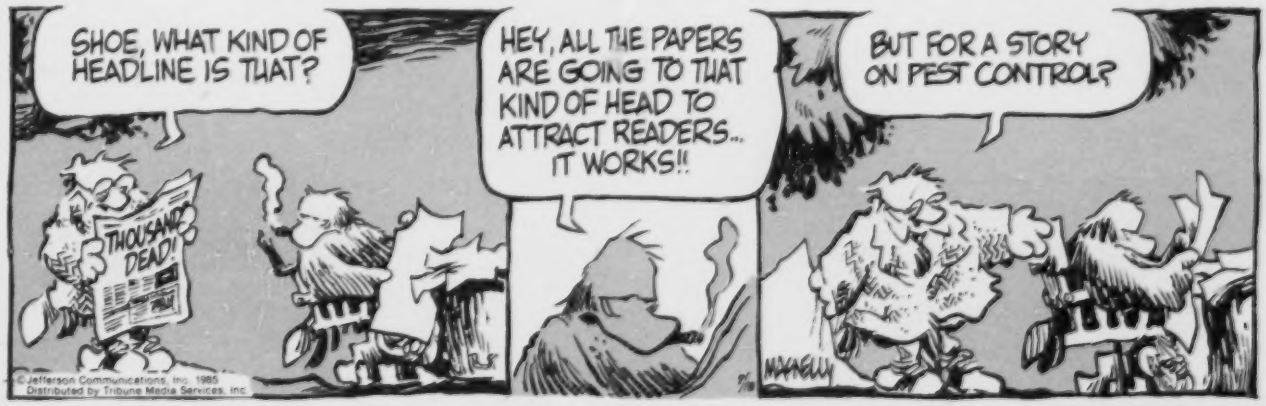
The Boulder campus was chosen from 23 schools that had been considered [presstime, June, 1985, p. 62].

"The university has promised the cooperative support of its schools of journalism, law, business and public affairs in carrying out First Amendment Congress programs to encourage dialogue between media and public representatives," said Congress Secretary Judith D. Hines, vice president and director/ANPA Foundation.

In addition, Hines said, the faculties from these schools will create a separate "Center for the Study of the First Amendment," which is expected to coordinate programs with the congress.

A search for an executive director for the congress will begin this fall. □

'Shoe' **By Jeff MacNelly**


SHOE, WHAT KIND OF HEADLINE IS THAT?
23 THOUSAND DEAD!
HEY, ALL THE PAPERS ARE GOING TO THAT KIND OF HEAD TO ATTRACT READERS... IT WORKS!!
BUT FOR A STORY ON PEST CONTROL?
MACNELLY
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Researchers eye closer ties with ASNE, ICMA

The Newspaper Research Council is moving ahead with several studies in conjunction with the American Society of Newspaper Editors, and it is contemplating similar forms of cooperation with the International Circulation Managers Association.

These initiatives mark an effort by NRC to make the services of its members—primarily researchers from newspapers and their advertising-representative firms—available to the industry at large as well as to their own newspapers.

Already under way is a review of existing research on minority readership of newspapers, sponsored by ASNE's Readership and Research Committee.

Leonard Tipton, professor of journalism at the University of Florida, is conducting the research, and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers, is serving as liaison between ASNE and NRC.

Questionnaires also have been sent out for a second study. It seeks to determine the research priorities of newspaper editors and research directors. The results will be tabulated by Fielder, who is on the research council's board of directors.

A third study—to explore circulation starts and subscriber retention at large, medium and small newspapers—is still in the formative stage. It will involve the cooperation of ICMA as well as ASNE and NRC.

Yet another collaboration, this one involving just NRC and ICMA, is under consideration. It would address a matter that surfaced at last April's meeting of the ANPA Industry Affairs Committee when NRC President Ronald Kuzoian became aware that many circulation departments were having difficulty using information being produced by computers, and ICMA Chairman Jack Butcher noticed that NRC researchers were eager to ply their trade beyond their own newspapers.

The ICMA Executive Committee has sent a list of five consistently troublesome topics to Kuzoian, research director of The Boston Globe. The five are: carrier recruitment and retention, product retention, sales techniques, service and district managers.

"We're trying to get together and avoid duplication," said Butcher, circulation director of the Tampa Tribune. □

Study shows more adults tuning in to television news

BY GUIDO H. STEMPEL III

Newspapers or television? That's been the question for a quarter of a century. Leo Bogart, executive vice-president and general manager of the Newspaper Advertising Bureau, now offers rather striking evidence that the answer is "both."

Guido H. Stempel III

In last winter's issue 1984 Public Opinion Quarterly, he reports that a national survey by NAB found 48 percent of American adults get news from both newspapers and television on any given day. Nineteen percent read newspapers and do not watch television news, and the same percentage watch television news and do not read a newspaper. Fourteen percent do not get news from either source on a given day.

This is a marked shift from a 1971 survey cited by Bogart that showed 36 percent got news from both, 33 percent from newspapers only and 12 percent from television only. Bogart suggests that part of the change is due to the increased amount of news available on television.

For the newspaper editor, there are a couple of important messages. One is that most people do not in fact depend on television for their news. The other is that nearly three-fourths of the people who read your newspaper today saw television news yesterday. Given that, monitoring the early evening network newscasts might be useful, especially for morning newspapers.

• • •

We're all aware that the American press operates in the free enterprise tradition of American business. A study of the press in 16 advanced Western democratic nations shows that only in Great Britain and Switzerland is the press as free of government economic interference as it is in the United States.

In all three countries, according to the study by Robert Picard, assistant professor of journalism at Louisiana State University, the press has favorable tax and postal rates and runs government advertising. Other than that, government economic intervention is minor.

This is in contrast to many countries where the government subsidizes the press directly—such as in Sweden, Austria, Belgium, Canada, Finland, France, Ireland, Italy, the Netherlands and Norway.

Picard concludes that the pattern of economic intervention stems from the economic philosophy of the country, not from political considerations. If regulation through economic policy is common with business in general, it probably will be used with the press. If government policy is aimed at reducing the damage of commercial competition generally, that will be the approach used with the press. Picard's article appears in the spring issue of Journalism Quarterly.

• • •

It's been noted widely that the personality of a President of the United States seems to be related to the coverage he gets. Now Rodger Streitmatter, director of the Print Journalism Program at American University in Washington, D.C., has documented this in the Spring JQ.

Streitmatter compared three robust, outgoing Presidents with three quiet, reserved Presidents. He paired Franklin Roosevelt with Calvin Coolidge, John Kennedy with Dwight Eisenhower and Ronald Reagan with Richard Nixon.

He studied front-page coverage in three major newspapers—The New York Times, the Los Angeles Times and the St. Louis Post-Dispatch—for six weeks for each of two years for each President.

He found that the robust Presidents—Roosevelt, Kennedy and Reagan—received 49-percent more coverage than the reserved Presidents. He also found that the robust Presidents received 87-percent more coverage about their personal lives.

Streitmatter points out that it is personality, not whether the press likes or agrees with the particular president, that seems to determine the extent of coverage. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Audit bureau tightens rule on newspaper/cable-TV link

Newspaper sales through cable-TV firms will have to meet stiffer criteria to qualify as paid circulation under a new Audit Bureau of Circulations policy.

The policy will require, starting Oct. 1, that customers "indicate through positive action that the publication was wanted." The newspaper cannot assume that a customer accepts an offer just because it was not "specifically declined," according to ABC.

And if a customer decides he or she does not want the newspaper, the bill for the involved service—cable or other—must drop by the price of the paper.

The policy, which ABC directors adopted in mid-August, applies to newspapers sold in connection with not only cable television but also transportation, hotel and other services. It applies to single-copy and to subscription sales but not to bulk sales.

Several of the policy's requirements go to the heart of a five-month quarrel between the Rocky Mountain News of Denver and The Denver Post, which March 31 began selling Sunday newspapers through a partnership with a Colorado cable company. The News challenged an ABC staff decision that the circulation counted as paid [presstime, Aug. 1985, p. 45].

The News maintained cable customers were not taking positive action to obtain the paper; the Post disagreed. The News also objected to the arrangement whereby a cable subscriber's bill remained unchanged even if the Post was dropped.

Both of those concerns are addressed by the new policy, whose Oct. 1 implementation date coincides with the start of an ABC reporting cycle.

However, Ron Myatt, News circulation director, noted the policy still leaves unanswered questions. For example, it requires that ABC auditors have access to "auditable records" of circulation sales, but there is no mention of records that document the newspapers' delivery, Myatt said.

Post Publisher Richard T. Schlosberg III said the policy adds "a couple of new wrinkles" that will require "sitting down with the cable company." He expects some one-time costs from changes in the present arrangement but said the Post "feels good" about its agreement with the cable company, United Cable Television of Colorado Inc.

The policy will regulate newspaper sales through hotels that are counted as paid circulation but will not affect bulk sales, which are often made to hotels and airlines, said ABC President and Managing Director David Keil. Such bulk sales are not counted as paid circulation, he noted.

Sales through a hotel or other service-oriented company would have to conform to guidelines set by the new policy in order to be counted as paid. For instance, a hotel guest might indicate at check-in time that he or she wanted a newspaper and was willing to be billed accordingly, Keil said.

Another issue before ABC has yet to be concluded: Who should bear the skyrocketing costs for legal expenses incurred in settling disputes over audited circulation figures.

The board in June gave the first of two favorable votes needed to pass a bylaw that would shift all litigation costs to individual publishers involved in the disputes.

However, some publishers object to the proposed rule because they say it would spread legal costs among each ABC member named in a suit rather than laying the burden on the publisher found to be at fault.

The bylaw is being reviewed by executives of ABC-member publications. It is scheduled for discussion at upcoming meetings of the boards of ANPA and the Newspaper Advertising Bureau. The ABC board is expected to take up the issue again at its Oct. 30 meeting.

In a report to members, ABC said it "is encountering a noticeable increase in situations" where members are "filing inaccurate or false publisher's statements and maintaining inadequate or false records for bureau audit."

While only "an extremely small percentage of publisher members" is causing these situations, the financial impact on all ABC members is significant, ABC said.

In terms of professional-liability insurance premiums alone, ABC has seen costs balloon. It is now paying $117,000 a year for the premiums, compared with $4,250 in 1980.

Despite its liability insurance coverage, litigation over auditing disputes cost ABC $932,000 in 1983 and 1984, ABC said. Keil said ABC has been in court for 18 months in an effort to recover that amount from its insurance carrier.

—Barbara J. Friedman

PC-transferred classifieds catching on

Interactive systems for transmitting classified ads by personal computers to newspapers are beginning to take form around the country.

Two of the more recent examples are The New York Times, which has established a PC connection with Miller Advertising agency in New York City, and the Orange County Register in California, which has PC interstate links with Allied Advertising in Boston and Davis Advertising in Philadelphia.

Both newspaper companies plan to expand use to other agencies.

It's a "wonderful innovation," said Herbert G. Barger, president of the Association of Newspaper Classified Advertising Managers. Such services also are under way at several other newspapers and will become commonplace in at least the top 25 markets where large amounts of classifieds are handled through agencies, said Barger, classified ad manager of the Houston Chronicle.

The major benefits of such systems are the time saved by avoiding paperwork and the elimination of errors, particularly in a field with so many last-minute changes and insertions.

The New York connection is established over a dedicated phone line, while the Orange County link is handled over regular lines.

Generally, the PC newspaper/agency connection began with classified job ads, but Dean Welch, Register classified advertising manager, sees the concept expanding well beyond employment agencies.

"It's just the very beginning of it," he said. □

'86 NAB Planbook available

The 1986 edition of the Newspaper Advertising Bureau's annual Planbook is now available.

Prices are $4 for the soft-cover edition and $5.10 for hard cover. There is an additional charge for newspaper-logo imprinting, which is available only for minimum orders of 50.

Copies may be ordered from NAB's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10109. □

Future of Advertising panel appoints 10 task forces

The Future of Advertising steering committee has formed task forces to address 10 major areas in which to improve newspapers' long-range competitive position in the marketplace.

The task forces and the newspaper executives from the committee who will form and oversee them are:

- Improving Reproduction Quality/Color, Walter E. Mattson, The New York Times
- Recruiting and Training Sales Personnel, Cathleen Black, USA Today
- Sales Structure, Vance L. Stickell, Los Angeles Times
- Marketing Data, Harold W. Andersen, Omaha World-Herald, who is chairman of the Future of Advertising committee
- Pricing/Flexibility/Positioning, Jerome S. Tillis, Detroit Free Press
- Standardization, Joe D. Smith Jr., Alexandria (La.) Daily Town Talk
- Readership, Reg Murphy, The Baltimore Sun
- Alternate Distribution, Robert G. Marbut, Harte-Hanks Communications
- Promotion/Repositioning/Advertising, James F. Hoge, The New York Daily News
- Classified, Ashton Phelps Jr., Times-Picayune/States-Item, New Orleans. □

INAME Foundation tops fund drive goal

The International Newspaper Advertising and Marketing Executives Foundation's drive for a $1-million capital fund has gone over the top.

According to a July 30 announcement by Foundation President Arthur E. Wible Jr. at INAME's Summer Sales Conference, $1.25 million has been raised. Income from the fund will finance a $100,000-a-year program to strengthen the teaching of newspaper advertising in schools of business and communications [presstime, March 1985, p. 42].

Nearly 100 newspaper companies, newspaper advertising representative firms and advertising service companies contributed or pledged their support. According to Wible, publisher and chief executive officer of the Dallas Times Herald, the newspaper companies participating account for almost 60 percent of U.S. daily circulation. □

Gourmet mushrooms are starting to spring up from pulp base

Waste pulp from the newsprint manufacturing process is helping to make food for flavorful fungi.

Canadian mushroom growers are using the cellulose residue from pulp mills to grow Pleurotus sajor-caju, or oyster mushrooms, which are considered *bonnes bouches* by bons vivants. The mushrooms thrive on the pulp-growing medium, maturing in just over two weeks instead of two months under normal conditions.

The mushrooms that pop out of the pulp base are said to have an attractive appearance, mild taste and good texture. The Pulp and Paper Research Institute of Canada said research is continuing.

Thus, growing mushrooms may join the manufacture of chicken feed as yet another alternative use for the basic raw material of newsprint [presstime, June 1984, p. 24].

Gulf Canada transformation begins with Abitibi deal

Gulf Canada Ltd. has agreed to purchase at least 90 percent of Abitibi-Price Inc., the world's largest newsprint producer for $1.25 billion (Canadian). Abitibi-Price is currently 93-percent owned by Olympia & York Developments Ltd. [presstime, Aug. 1981, p. 42].

Selling control of Abitibi-Price enabled Olympia & York to purchase 49.9 percent of Gulf Canada from the Chevron Corp., for $2.31 billion. The transactions were seen as first steps in turning Gulf Canada into a large resources holding company whose primary assets will be majority stakes in an oil- and gas-producing partnership and in Abitibi-Price.

Chevron said Olympia & York have options to buy its remaining 10.3-percent stake in Gulf Canada, which would raise Olympia & York's interest in the company to 60.2 percent.

The total value of the transaction would be $2.8 billion if those options are exercised. □

Registration still open for October seminar

Registration is still open for the Newsprint and the Pressroom-II Seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago.

The event will be sponsored jointly by ANPA and the Technical Section of Canadian Pulp and Paper Association [presstime, April 1985, p. 56].

The fee, which covers all sessions and one luncheon, is $150 U.S. and $210 Canadian.

For information, contact the ANPA Newsprint and Transportation Department at The Newspaper Center, Reston, Va.—(703) 648-1000; or Nick Boultbee of CPPA, Sun Life Building, 23rd floor, 1155 Metcalfe St., Montreal, Canada H3B 2X9—(514) 866-6621. □

NEWSPRINT NOTES

- Canadian newsprint production **capacity is expected to grow modestly** by the end of 1987, according to a report by the Canadian Pulp and Paper Association.

An increase of 180,000 metric tons, or 1.8 percent, is expected over the forecast period, raising total capacity to 10 million metric tons.

Additional capacity and a new machine will be offset largely by machine retirements and conversions to higher paper grades.

By comparison, the period 1980-83 saw an increase of 840,000 metric tons, or 9 percent [presstime, Aug. 1984, p. 58].

- Members of the United Paperworkers International Union **ratified a three-year contract** at Garden State Paper Co.'s Garfield, N.J., mill. The agreement provides for a 4.5-percent wage increase in the first year and a 4.75-percent increase in each of the second and third years [presstime, Aug. 1985, p. 58].

- **"Newsprint Statistics 1984" is now available** upon request to ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. It contains data on U.S. daily newspapers' newsprint consumption, newsprint supply and sources, and mill capacity.

Consumption drops for users overall but rises for dailies

Newsprint consumption by all U.S. users decreased 1.3 percent in July compared with July 1984. For the first seven months, consumption was 1.5-percent higher than that for the same period last year.

Consumption by U.S. daily newspapers increased 4 percent in July and 4.6 percent for the first seven months.

The July increase for U.S. dailies came despite the fact there was one less Sunday in the month compared with July 1984.

Newsprint inventories of newspapers in ANPA's statistical sample at the end of July averaged 50 days—slightly below the 51-day level a year earlier. North American mill stocks at the end of July were 26.6 percent above last year's level.

The July operating rate for Canadian mills was 85 percent of capacity, and for U.S. mills it was 91.3 percent.

Shipments from Canadian mills for the first seven months rose 0.2 percent. Canadian shipments to the United States were up 0.4 percent, those within Canada were down 5.3 percent, and those to overseas customers were up 3.6 percent. Domestic shipments from U.S. mills were down 4.3 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1985(r)	June 1984	% Change
Northeast	181,890	165,442	+9.9
North Central	150,743	142,854	+5.5
South	225,732	211,744	+6.6
West	161,912	149,631	+8.2
Circulation size			
up to 25,000	54,341	43,820	+24.0
25,001-100,000	143,339	119,729	+19.7
Over 100,000	522,597	506,122	+3.3
June totals	720,277	669,671	+7.6
Six-month totals	4,270,734	4,077,166	+4.7
Region	**July 1985(p)**	**July 1984**	**% Change**
Northeast	164,364	153,979	+6.7
North Central	146,234	139,679	+4.7
South	216,265	211,596	+2.2
West	162,171	157,113	+3.2
Circulation size			
up to 25,000	54,423	44,163	+23.2
25,001-100,000	139,475	116,571	+19.6
Over 100,000	495,136	501,633	-1.3
July totals	689,034	662,367	+4.0
Seven-month totals	4,959,768	4,739,533	+4.6

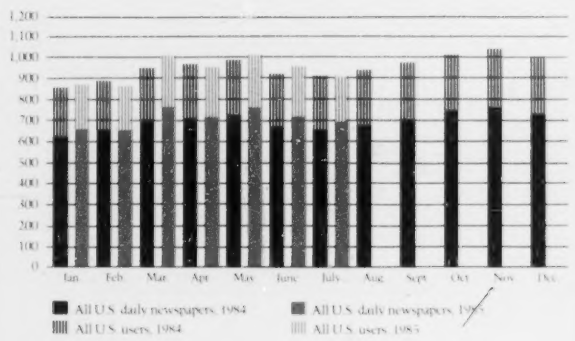
Estimated consumption of all U.S. users

	1985	1984	% Change
May totals	1,009,000(r)	992,000	+1.7(r)
June totals	955,000(r)	916,000	+4.3(r)
July totals	900,000(p)	913,000	-1.4(p)
Seven-month totals	6,564,000	6,467,000	+1.5(p)

Production

	Canada	U.S.A.	North America
July 1985	718,151	415,886	1,134,037
July 1984	825,402	408,981	1,234,383
Increase or decrease	-107,251	+6,905	-100,346
	-13.0%	+1.7%	-8.1%
Seven months 1985	5,292,409	2,902,827	8,195,236
Seven months 1984	5,204,014	2,951,661	8,155,675
Increase or decrease	+88,395	-48,834	+39,561
	+1.7%	-1.7%	+0.5%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
May 1985	954,629	42	6
May 1984	811,160	36	7
June 1985	930,211	44(r)	7
June 1984	872,610	40	8
July 1985	966,004	44	6
July 1984	954,805	43	8
Canadian mills			
July 1985	364,785	--	--
July 1984	302,298	--	--
U.S. mills			
July 1985	83,504	--	--
July 1984	51,746	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1985	520,432	75,627	132,103	728,162
July 1984	572,202	82,628	103,920	758,750
Seven months 1985	3,836,089	590,037	787,394	5,213,520
Seven months 1984	3,821,776	623,046	759,877	5,204,699
Increase or decrease	+14,313	-33,009	+27,517	+8,821
	+0.4%	-5.3%	+3.6%	+0.2%
From U.S. mills				
July 1985	385,313	----	17,980	403,293
July 1984	382,819	----	29,786	412,605
Seven months 1985	2,723,024	----	155,472	2,878,496
Seven months 1984	2,846,346	----	154,275	3,000,621
Increase or decrease	-123,322	----	+1,197	-122,125
	-4.3%	----	+0.8%	-4.1%
From North American mills				
July 1985	905,745	75,627	150,083	1,131,455
July 1984	955,021	82,628	133,706	1,171,355
Seven months 1985	6,559,113	590,037	942,866	8,092,016
Seven months 1984	6,668,122	623,046	914,152	8,205,320
Increase or decrease	-109,009	-33,009	+28,714	-113,304
	-1.6%	-5.3%	+3.1%	-1.4%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Speeches

Katharine Graham

Harold Mendelsohn

George H. Hanford

Herbert G. Barger

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

The Newspaper as an Educational Tool
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle. Central West Breakfast Club meeting, Houston, July 18.

The Need for More Investigative Reporting
Katharine Graham, chairman, The Washington Post Co. American Bar Association Silver Gavel Awards luncheon, Washington, D.C., July 8.

Recent Developments in Advertising Research
Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City. Advertising Research Foundation annual Research Quality Workshop, New York City, July 30.

The Free Press and National Security
U.S. Secretary of Defense Caspar W. Weinberger. International Association of Business Communicators, San Francisco chapter, July 18.

Mass Communications, Alcohol Misuse and Traffic Safety: Functions and Dysfunctions
Harold Mendelsohn, professor, University of Denver. International Institute on the Prevention and Treatment of Alcoholism, Rome, June 4.

An Educational System That Has No Losers
George H. Hanford, president, The College Board, New York City. The City Club weekly forum, Cleveland, May 31. (Or see July 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

K mart's Marketing and Advertising Strategies
A. E. Stine, regional advertising manager, K mart Corp., Plymouth, Mich. Kentucky Press Association annual convention, Paducah, June 15.

From the Association of Newspaper Classified Advertising Managers annual conference, New Orleans, June 23-27:

Remarks of the Newly Elected ANCAM President
Herbert G. Barger, director of classified advertising, Houston Chronicle

New Technology and How It Will Affect Classified Advertising
Norman P. Dasseault, general manager, St. Petersburg Times and Evening Independent

Suggestions for Successful Recruitment Advertising
Edward K. Prisco, classified advertising manager, Fort Lauderdale (Fla.) News and Sun-Sentinel

What Classified Advertising Means to the Nation's Newspapers
Craig C. Standen, president, Newspaper Advertising Bureau, New York City

Promoting Advertising Students' Awareness of Classified
Donald R. Glover, associate professor, Hitchcock Center for Graduate Study and Professional Journalism Development, University of Nebraska, Lincoln

Real Estate and Classified Advertising
William O. Keleher Jr., chairman and president, Berg Inc. Realtors/Better Homes and Gardens, South Plainfield, N.J.

Used scanners offer benefits, risks

In the next two years, 400 used color scanners will enter the U.S. market, according to some estimates, and prices for these second-hand devices are falling. Many production executives see them as an economically attractive way to join the throng of newspapers that are improving their process-color reproduction [presstime, Dec. 1984, p. 8].

But experts warn of a risk involved: Companies may not deliver on their claims about providing service and parts.

A case in point is the Minneapolis Star and Tribune. It purchased a used Hell 300A color scanner from a commercial house for $35,000 and contacted a New Jersey firm—a "broker" in the support-service business—to rebuild the device and provide training and maintenance.

The paper chose the company because Hell no longer provided complete support for the scanner, and because the firm's price was the lowest among companies in the support business, said Robert M. Koloski, quality control manager.

Last May, the broker visited the paper three times to recondition the scanner and replace worn-out parts with new ones. However, it seemed as though parts always needed to be replaced, Koloski said, and the scanner never worked quite the way the newspaper expected.

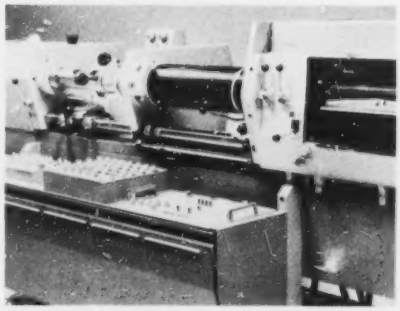
The papers contacted Hell, which recommended another service company. It reconditioned the scanner in little more than a day.

Soon thereafter, questions arose over the necessity of replacing some parts that had been changed by the first company's technician and whether certain service work was really required. Currently, nearly $10,000 in service-related charges are in dispute between the paper and the original service contractor.

The New Jersey broker said the scanner's age, desuetude and wiring problems contributed to the repairs. But the firm insisted all work done and parts replaced were required.

While Minneapolis executives are now pleased with the performance of their used scanner, they have reservations about using brokers in the future. "Our experience has made us very leery of brokers," Koloski said.

Scanner experts advise that to minimize risk, prospective buyers:



Despite initial problems, unit is now seen as good investment for Star and Tribune.

• Call the original manufacturer first. The number of scanners that have been made remains relatively small. Most vendors maintain lists of who bought which scanner and what kind of maintenance has been performed on a particular one.

• Consider purchasing a used scanner from the manufacturer. Scanner makers take trade-ins and rebuild them. "I wouldn't deal with brokers at all," said Michael H. Bruno, a graphic arts consultant. "I'd go directly to the manufacturer."

• Try to buy a model that continues to be made and supported by the manufacturer. The 300A purchased by the Star and Tribune had not been produced in 10 years, Hell officials said. Had the scanner been a later model, many of the problems could have been avoided.

• Make sure the service firm can deliver on its promises. "Never deal with these people unless they have a proven track record with several newspapers over a period of time," observed John C. Harrington, ANPA photographer/color specialist. Because scanner use at newspapers is so new, consultant Bruno added, newspapers should consider contacting references such as color-separation firms.

• Weigh bids carefully: The lowest may not be the best. "If the price sounds too good to be true," said Harrington, "it's probably not" true.

Bruno also said this is worth considering: Some of the newer scanners, particularly those without dot-generation and other advanced features, "don't cost much more than used scanners, and they're at least new and come with warranties."

—Paul Kruglinski

Color wirephotos can be handled this way, too

There's more than one way to skin a cat—or to make a black printer for wirephoto color separations.

In response to the Fort Myers (Fla.) News-Press suggestions for creating a black printer for AP color separations [presstime, June 1985, p. 76], Charles L. Gray, president and general manager of the Fairbanks (Ala.) Daily News-Miner, offered his own. He wrote:

"Basically, the system outlined (by the News-Press) involved selecting the 'lightest' of the three separations and exposing it so as to drop out highlights and produce large shadow dots. As the (News-Press) pointed out, it is necessary to select a separation that does not contain any saturated colors; otherwise the black printer produced will contaminate the saturated color quite badly.

"There are two other ways of producing a good black printer for AP separations that we believe come closer to what a theoretical black printer should be.

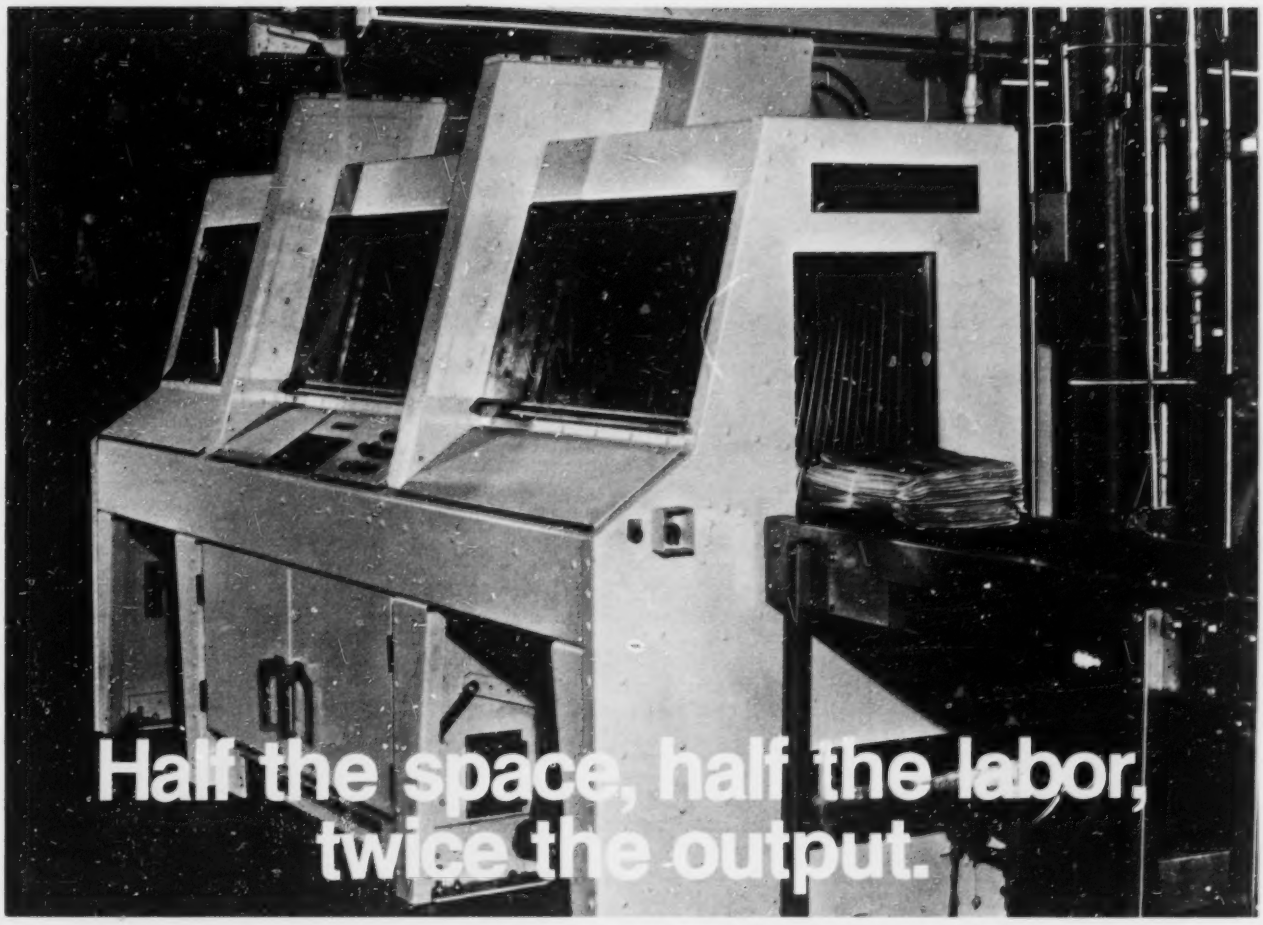
"1. Sandwich the cyan and magenta Laserphoto prints together in good register and punch them with a two-hole or three-hole punch, such as a three-hole office punch. Stick a couple of register pins on the copyboard to hold the prints and expose them separately onto the same piece of film, using normal exposure for each print.

"This produces a black printer that more nearly matches the gray values in the picture, because it considers both the warm and cold colors.

"Occasionally, you may want to substitute the yellow printer for the magenta if the magenta has more saturated densities than the yellow. However, do not combine all three, for the yellow and the magenta tend to duplicate warm colors and this would put too much black density into warm colors.

"2. Sandwich all three halftone negatives together in register and make a contact exposure through all three at the same time onto film that will record the rosette dot pattern with little or no spread (rapid-access film is best). Keep the exposure to a minimum.

"Take this positive and reverse it back to a negative. In this case, you may want to 'spread' the image with a spacer or extra exposure to drop out some of the dots recorded on the positive.



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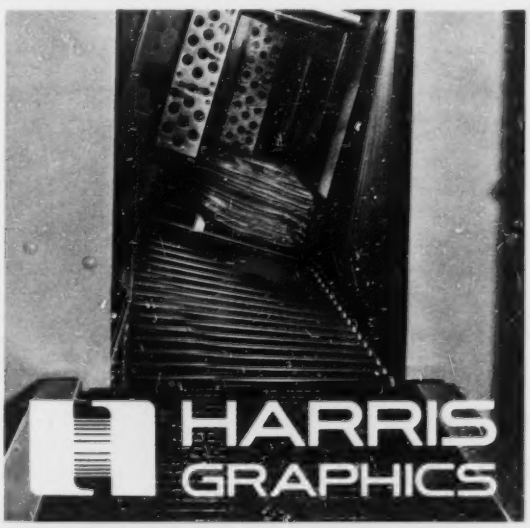
To boost your packaging productivity even more, you can add modules for double strapping, top wrapping, labeling, and programmed stacking of odd or keyed bundles. Even an in-line palletizer is available.



For more information, write: Harris Graphics Corporation, Bindery Systems Division, Champlain, New York 12919.

"Some people may suggest using a piece of duplicating film for this operation, thus eliminating the print-back step.

"This will work part of the time if the subject is high-key (predominantly light-toned), but if it is normal or low-key (predominantly dark tones), it is not possible to drop out enough tone to produce a skeleton black printer on duplicating film.

"Unlike the first method, you do have to use all three separations for this method in order to drop out enough tone.

"Either method produces a good black printer: The former gives you a normal dot pattern with good shadow detail (even though it is up in the 50-60-percent range); the latter gives you a rosette dot pattern, but does not impair the final print quality."

Gray said there is nothing new about these two methods, "but some of the newer fellows in the trade may not know them."

Editor's note: The Fairbanks Daily News-Miner won Eastman Kodak Co.'s "Run for the Money" color contest this year in the small-newspaper category and has won numerous awards for its color reproduction. □

Correction

An item in the March 1985 issue of presstime (Technology Notes, p. 56) said that "marketing" of ICORE Corp. products had been suspended until the firm's future role within Ramsey Engineering Co., which had recently purchased ICORE, could be evaluated. The item should have said that it was ICORE's "trade show activities" that had been suspended. (That suspension, ICORE said in August, no longer is in effect.) Presstime regrets the error. □

TECHNOLOGY CALENDAR

- **Impact '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott Hotel in Boston.
- **Lasers in Graphics** will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.
- **Web Tech U.S.A.**, a conference on web lithography, will be Oct. 2-3 at California Polytechnic State University, San Luis Obispo, Calif.
- The **International Newspaper Conversions Group** will meet Oct. 16-18 at the Vista International Hotel, Kansas City, Mo.
- The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.
- **Digital Equipment Computer Users Society (DECUS)** will hold a symposium Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.

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Searches raise privacy issue

Whether employees' privacy rights outweigh the rights of management to protect its premises from harmful influences—including the right to search lockers and desks for drugs, alcohol and weapons—may become a new issue at some newspapers.

A "balancing test" is involved, said D. Mark Hilliard, an associate in the Nashville law firm of King, Ballow & Little.

"Most arbitrators are receptive to the idea that management has a right to make searches in order to investigate possible infractions of company rules," Hilliard said. But there is a "reasonableness" factor involved, and the searches must be conducted fairly. Management should "be aboveboard as possible," he said.

The issue arose earlier this year at The Baltimore Sun when the company distributed a letter to employees restating longstanding policy that employee conduct that interferes with business operations will subject the individuals involved to disciplinary action.

For example, the Sun noted, "bringing onto company property, possessing, selling, or using intoxicants or controlled substances other than a drug prescribed by a physician" violates that policy.

The company said in the letter that it had received reports that some employees were bringing alcoholic beverages and drugs onto the premises, consuming or using them in the workplace, or attempting to work while in an impaired condition because of the use of alcohol or drugs. There also were reports that some employees were using the workplace in the course of distributing or selling narcotics.

The letter noted that the Sun has the right, at its discretion, to examine all packages brought into or taken from company premises. "We also have the right, and will exercise it, to examine without notice all company property, including, for example, desks, lockers and cabinets," the letter said.

The Washington-Baltimore Newspaper Guild subsequently notified the company that it considered searches to be a mandatory bargaining subject because they amounted to a unilateral change in work rules. Reporters were concerned about the privacy of their notes, the union said.

The Sun maintains that the search policy does not involve the privacy issue. "We have established with the unions that lockers and desks are company property and management has the right to inspect them, but there has been no test of that right" to date, noted John J. Banach, vice president/industrial relations.

Banach said that all employees with lockers have been issued new locks with two keys, and that a pass key is retained in the general services manager's office. "Eighty percent are using the locks we supplied," he said. Locks not issued by the company will be cut off in the event of a search.

Lockers are deemed company property.

"Unions are concerned about substance-abuse by people in the work force, too," said Leonard E. Adams, an international vice president of the Graphic Communications International Union. "But I don't believe the employer should unilaterally have the right to go through people's lockers."

Whether a bargaining obligation is involved "depends on the circumstances," said lawyer Hilliard. He noted that "sniffer" dogs—dogs trained to detect drugs—"can do a lot of good" in drug searches and are particularly effective in company parking lots.

Medical experts noted last year that drug use is becoming more prevalent in the newspaper business [presstime, June 1984, p. 8].

Three years ago, The Arizona Republic and The Phoenix Gazette issued a memorandum to all employees reminding them that lockers are the company's property and that the company "retains the right" to inspect them "at any time when in its discretion that appears necessary."

The memorandum noted that keeping any harmful substances or narcotics in lockers was prohibited. Refusal to permit inspection of lockers is grounds for disciplinary action "to include immediate discharge," it added.

Eldon A. Case, director of employee relations at the Phoenix papers, said the newsroom "knows we have the right to search desks." There have been no employee or union objections to the company's policy, he said.

Before the memorandum was issued, management met with union representatives to discuss reports regarding the suspicion of drugs and alcohol in the plant and asked for their cooperation in supporting the search policy.

Case reported that several searches of lockers have been conducted. In each instance, the company's in-house security personnel, union representatives and the person using the locker were present.

—Clark Newsom

Ballots being tallied on ITU merger

Counting of the ballots in the July 8-Aug. 21 ITU referendum on merger with the Teamsters was scheduled to begin Aug. 27.

The Denver office of the American Arbitration Association handled distribution of the ballots and was in charge of tabulating them.

Mark E. Appel, the AAA regional director in Denver, said it was "highly unlikely we will have the results" as early as the 27th. "It depends on the number of challenged ballots and whether they are sufficient in number to affect the outcome."

Under the procedures set for the referendum, if the number of challenged ballots is insufficient to affect the results of the election, the preliminary tallies will be announced to the membership, and the five-member ITU executive council will resolve "any objections to conduct alleged to have affected" the results of the election.

If the executive council finds that objectionable conduct affected the outcome, it may order a new election.

Three members of the council opposed the merger and two favored it [presstime, July 1985, p. 60]. □

NLRB judge finds NYC deliverers violated labor law

An NLRB administrative law judge found that a New York City newspaper deliverers' union violated the Taft-Hartley Act by inducing its members not to handle Investor's Daily, a financial newspaper that began publication in 1984.

Judge Harold B. Lawrence found that union members employed by wholesalers refused to distribute the five-days-a-week publication to retailers because it was delivered to the wholesalers by non-union drivers.

Earlier this year, U.S. District Judge Dickinson R. Debevoise granted a temporary injunction sought by Investor's Daily barring union members from refusing to handle the paper.

Lawrence recommended that the NLRB order the union—the Newspaper and Mail Deliverers' Union of New York and Vicinity—to stop its unlawful conduct. In addition, he recommended that the union be ordered to post a notice to members stating that it will not violate the secondary-boycott provisions of the act, and to pay to have the notice published in a daily newspaper of general circulation in the New York metropolitan area.

The union is appealing the decision to the board.

(Newspaper and Mail Deliverers' Union of New York & Vicinity and Raritan Periodical Sales Inc. and Investor's Daily Inc., [D/NY]-87-85) □

EEOC complaint dismissed by court

A charge that Newsday of Long Island, N.Y., violated the Age Discrimination in Employment Act has been dismissed by a federal judge on a technicality.

The Equal Employment Opportunity Commission had alleged that age-based retirement incentives, which the newspaper offered excess composing room employees in 1981, violated the act [presstime, Nov. 1981, p. 42].

The case establishes no precedent because the time limit for the EEOC to prosecute the charge had lapsed, prompting the dismissal by the U.S. District Court for the Southern District of New York.

(EEOC v. Times Mirror Inc. and Newsday Inc., USDC SDNY No. 84 Civ. 4692) □

Craft unions continue strike against Chicago Tribune

Negotiations with three unions striking the Chicago Tribune over new labor agreements were continuing in late August.

The Tribune has continued publication throughout the strike, which began July 18 [presstime, Aug. 1985, p. 47].

Tribune spokeswoman Ruthellyn Roguski refused to comment on reports that some of the striker replacements have been offered permanent jobs and that the Tribune brought in pressmen from other cities to help put out the paper. "We're not discussing operations," she said.

The newspaper is being delivered by members of the Teamsters, an action that has caused ill feelings among the striking printers and mailers who are members of the International Typographical Union. When the strike began, ITU members were voting on whether to merge with the Teamsters. (See story, p. 53.) Pressmen represented by the Graphic Communications International Union also are on strike.

In a letter written a week after the strike began, Teamsters President Jackie Presser accused ITU President Robert S. McMichen, who opposes the Teamsters merger, of calling the strike for political purposes. Presser charged that it was "a crass tactical move calculated to arouse anti-Teamsters sentiment in the midst of the current electoral struggle."

Presser said it was "outrageous" that the ITU strike was called without McMichen's summoning the international presidents of the unions at the Tribune for a meeting. The Teamsters president said that in such a setting, a program "could have been developed which would have protected the ITU members who work there."

The Teamsters president said there was "simply no possible way that Teamsters drivers could have refused to service the Tribune in light of the terms of our existing labor agreement."

McMichen did not return telephone calls from presstime for comment on Presser's letter.

The ITU had $5,696,542 in its strike fund at the end of 1984, and the Chicago strike is draining about $600,000 a month from the fund in benefits to the striking printers and mailers.

Meanwhile, the Tribune discontinued its 27,000-circulation afternoon Green Streak edition, which had not been published since the strike began. It said the decision to discontinue the edition was made prior to the strike. The newspaper will add a midweek magazine called Style starting Sept. 11. □

NLRB elections

Cedar Rapids (Iowa) Gazette, ITU: A unit of primarily part-time mailroom employees, excluding seven full-time mailers, voted 25-18 against further representation by Mailers' Union No. M-125.

(NLRB Case No. 18-RD-1370)

Portland (Ore.) Oregonian, IUOE: Engineers voted 6-0 against further representation by Stationary Engineers Local 87 of the International Union of Operating Engineers.

(NLRB Case No. 36-RD-1089)

Reading (Pa.) Eagle and Times, GCIU: Full-time and regular part-time mailroom employees voted 25-8 in favor of representation by Local 160-C of the Graphic Communications International Union.

(NLRB Case No. 4-RC-15851)

Recent contract settlements

Detroit News, GCIU, Guild, ITU: Three-year agreements covering photoengravers, editorial employees and mailers; retroactive to June 18, 1984.

Indianapolis Star and News, Guild: Four-year agreement covering editorial, library and building services departments; retroactive to Oct. 27, 1984.

(Details in September 1985 ANPA Labor & Personnel Relations Letter.)

New CWA head sets organizing as major priority

Morton Bahr, the new president of the Communications Workers of America, told the union's recent convention that one of his major priorities will be organizing the "information" industry.

"Organizing will be a priority activity that involves my personal attention," he said. Bahr joined the national CWA staff in 1957 as an organizer.

Earlier this year, the union won an NLRB representation election at The Post-Crescent of Appleton, Wis., where it represents advertising, bookkeeping, editorial and dispatch employees who were formerly represented by an independent union. The Appleton daily is the only newspaper with a CWA labor agreement.

Bahr, 59, succeeded Glenn E. Watts as president of the 650,000-member union. In 1982, Watts touched off speculation about the CWA's newspaper aspirations when he addressed the International Typographical Union's annual convention [*presstime*, Jan. 1983, p. 34].

At the CWA convention, Bahr also called on the government to conduct more detailed research into the health implications of video display terminals. □

Local unions authorize walkouts

Local unions of The Newspaper Guild in three cities have authorized their leaders to call strikes against four newspapers if new labor agreements are not reached soon.

The potential walkouts are in:

- Philadelphia, where Local 10 set a strike deadline of Sept. 1. The union's agreement with The Philadelphia Inquirer and Daily News expired Aug. 31, 1985. In addition, members of Local 628 of the Teamsters have authorized a walkout there. The Teamsters' contract also expired the end of August. The Guild and Teamsters were among eight unions that struck the papers in 1982, causing a one-day suspension of publication. Earlier this year, Local 628 interrupted delivery of the April 14 Sunday edition.
- Chicago, where Local 71's agreement with the Chicago Sun-Times expired May 31, 1985. No strike deadline was set.
- Canton, Ohio, where Local 1's agreement with The Repository expired March 5, 1985. No deadline was set. □

Illness afflicts New York Times

An outbreak of 29 cases of respiratory illness among employees of The New York Times that occurred in June and July is believed to be "now over," the company's medical director said.

Whether any of the employees had Legionnaires' disease, which is characterized by pneumonia, had not been confirmed by late August.

All but one of the affected employees have recovered. One individual is hospitalized with an illness that is not Legionnaires' disease, according to Leonard R. Harris, director of corporate relations.

"We have not had another case of pneumonia since July 13," Medical Director Howard R. Brown said.

Dr. Brown said in an Aug. 9 memo to the staff that bacteria called legionella were the probable cause of the outbreak. Legionella can cause legionellosis, which can take the form of Legionnaires' disease, he said.

Legionnaires' disease was first identified and named in 1976 after the deaths of 34 people who were in the vicinity of a Philadelphia hotel where members of the American Legion veterans organization were holding a convention.

One source of legionella can be infected water from rooftop water cooler towers that becomes airborne and is drawn into building ventilation systems. The New York Department of Health tested the water in towers at the Times and in a neighboring building. The tests at the Times were negative, but those at the neighboring building were positive. "Those towers could thus have been the source of the outbreak," Brown said.

The Times drew blood samples from more than 400 employees for the health department to ascertain whether an outbreak of legionellosis had occurred, Brown said.

Follow-up blood samples will be taken, and conclusive results will not be known until those samples are analyzed. □

Guild wins dispute over ad pagination

In a jurisdictional dispute between the International Typographical Union and The Newspaper Guild, an arbitrator recently awarded "all aspects" of advertising pagination work to Guild-represented employees in the advertising department.

The ITU is seeking to have the award overturned in a provincial court.

The arbitration involved employees of Pacific Press Ltd., publisher of The Sun and The Province in Vancouver, British Columbia.

The arbitrator, Hugh G. Ladner, said ITU-represented employees are entitled to handle only advertising that arrives at the newspapers in hard-copy form. □

Additional arbitration awards

Houston Post, GCIU: Elvis C. Stephens reinstated with back pay an apprentice pressman who had been discharged for "suspicion of attempted theft."

Toronto Globe and Mail, Guild: Kevin M. Burkett ruled that a circulation district sales representative was not entitled to a $20-per-week salary increase.

Toronto Star, GCIU: D.J. Baum converted to a six-month disciplinary suspension the discharge of a pressman for punching holes in a newsprint web as it was running on the press.

Toronto Star, Guild: Victor Solomatenko sustained the discharge of a delivery helper for refusing a work assignment.

Vancouver (British Columbia) Province and Sun, Guild, ITU: H. Allan Hope found the company improperly discontinued employees' sick-pay benefits during a 1984 strike.

Washington Post, ITU: Millard Cass ruled that the company did not violate the labor agreement by having non-bargaining-unit employees enter certain ads into the computer system.

Washington Post, ITU: Laurence E. Seibel sustained the discharge of a substitute printer for assaulting, while under the influence of alcohol, a foreman.

Washington Post, ITU: Jacob Seidenberg ruled that the company properly refused to give a printer training in new technology.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

41 ANPA seminars scheduled for 1986

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 41 training sessions to be held during 1986. Additional seminars and conferences are under consideration. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Labor and Personnel Relations Conference — **Jan. 5-8 San Diego**

Designed for ANPA-member newspaper senior executives. Management of human resources is being altered by changes in the newspaper industry's organizational culture and by structural transformations in labor unions. Yesterday's management techniques may no longer be sufficient to meet the demands of today's bottom line. At this three-day conference executives will discuss techniques for improving their organizations, new union targets and changes in laws and regulations. Registration fee: $350.

Management Development Workshop — **Jan. 13-16, San Francisco; May 5-8, Norfolk, Va.; Sept. 22-25, Chicago**

Leadership, decision making, communications techniques, motivation and coaching, team building, meeting management, problem identification and resolution; these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for members of ANPA, $800 for non-members.

Leadership in the Newsroom — **Jan. 27-29, Sarasota, Fla.; April 28-30, Chicago; Sept. 29-Oct. 1, Norfolk, Va.; Dec. 8-10, Austin, Texas**

To help skilled journalists with the management part of their editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Newspaper Executives Marketing Seminar — **Feb. 2-8, Houston; Sept. 2-8, Scottsdale, Ariz.**

To help newspaper executives learn more about their newspaper and its market by immersing themselves in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 on newspapers—which challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: $1,900 for members of ANPA and INPA, $2,300 for non-members.

Personnel Practices, Procedures and Policies Workshop — **Feb. 16-19, Chicago**

An overview of major personnel functions, including labor relations and government regulations as applied to the newspaper business. The workshop explores specific policies and practices of varying size newspapers and provides methods for implementing them. Personnel trends outside the business are also examined. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $350.

Advanced Management Workshop — **Feb. 17-19, Sarasota, Fla.; Oct. 13-15, San Francisco**

A new session designed for senior-level managers and directors from all departments and those who have completed the ANPA Management Development Workshop, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/ICMA/NPRA Managing People in the Circulation Department or ANPA/INPA Management Skills for Newspaper Promotion. A review of the management skills addressed in the workshops listed above, plus study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Negotiating Strategy Seminar: Salaried Units — **Late February-early March, Chicago**

This workshop is intended for those employee relations executives and managing editors whose labor agreements with white collar units will expire within the next two years. The seminar discussion will be directed principally at those issues emphasized in model contract proposals and union bargaining goals that appear regularly in the course of negotiations. Participants may select other topics they wish to discuss in depth in the sessions. The development of counter proposals, alternative strategies and drafting of desired language are features of the seminar. Registration fee: $275.

Managing People in the Circulation Department — **March 3-5, Austin, Texas; Oct. 27-29, Chicago**

Problem solving, motivation, performance appraisal; these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the International Circulation Managers Association. Cosponsored with ICMA and NPRA. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Total Newspaper Conference **March 17-19, St. Petersburg**

Since 1966, this conference—most recently called "Conference for Newspaper Men and Women"—has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $750 for members of ANPA, $900 for non-members.

Pressroom Options III **March 18-19, Chicago**

This symposium is for newspaper publishers, production executives, pressroom personnel, press manufacturers, paper, plate and ink suppliers and others. It will be the third symposium sponsored by the ANPA Technical Committee focusing on current technical developments, operational experiments and quality enhancements in the pressroom, including flexographic, letterpress and offset configurations. Registration fee: $250.

Newspaper in Education Conference **March 19-21, Los Angeles**

A special opportunity to learn and work with other NIE coordinators with successful NIE programs. Presentations by both newspaper managers and educators cover both starting and enhancing a NIE program. Cosponsored with the Canadian Daily Newspaper Publishers Association. Registration fee: $300, $380 for commercial attendees.

Strategic Planning Seminar **March 23-27, Houston**

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building of the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long range strategic planning. Cosponsored with INPA. Registration fee: $1,700 for members of ANPA and INPA, $2,100 for non-members.

Budgeting Workshop **June 9-11, Chicago**

This new program will help newspaper managers and executives without a finance background understand—and be better participants in—their newspaper's or newspaper company's budgeting process. International Newspaper Financial Executives members will serve as discussion leaders and describe how the budget can be used as a management tool. Cosponsored with I.N.F.E. Registration fee: To be announced.

Newspaper Training Conference **June 19-21, Denver**

A special opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development, for a specific department or the entire newspaper. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and experienced trainer, from newspapers of all sizes. Cosponsored with NPRA. Registration fee: $275 for members of ANPA and NPRA, $375 for non-members.

Labor Relations and Technology Seminar **June 20-21 Atlanta**

Held in conjunction with the ANPA Operations Management Conference & Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. Discusses the effects of technology and mergers on traditional bargaining concepts and its impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Registration fee: $300.

NIE Instructor Training Seminar **Oct. 6-10, Warrenton, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They'll study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: $380.

Tom Scott, circulation training manager, Indianapolis Star and News, leads discussion at 1985 Newspaper Training Conference in Boston.

Single Copy Symposium **Oct. 7-8 Site: To be determined**

Following a successful December 1984 Symposium sponsored by seven newspaper business organizations, this session will again review marketing forces and newspaper efforts in the area of single copy strategies. The symposium is for all newspaper executives needing to ensure a successful single copy program, including publishers, general managers and editors, and managers and directors from all newspaper departments including circulation, advertising, promotion, production, marketing and research. Registration fee: To be announced.

Labor Relations Seminar **Date and site: To be determined**

For over 11 years this seminar has assisted general managers, managing editors and employee relations executives to both prepare for and conduct union contract negotiations. The seminar examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $425.

Management Skills for Newspaper Promotion — **Nov. 17-19, Sarasota, Fla.**

Successful newspaper promotion requires participation and creative contributions of many people, with several skills and from different departments; this requires a special set of management and communications skills which are both studied and practiced at this workshop. The workshop participants examine the promotion manager's creative, professional and managerial role; they observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: $550 for members of ANPA and INPA, $675 for nonmembers.

Health and Safety Symposium — **Date and site: To be determined**

Topics will include: VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: $250.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1000.

Hands-on seminars

These seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $550. The schedule for the second half of 1986 will be announced later.

Advanced Offset Press Operations — **Jan. 6-10, Feb. 3-7, March 10-14, April 7-11, May 5-9**

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control progams for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control — **Jan. 20-24, May 19-23**

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Process Camera Techniques for Newspaper Reproduction — **Feb. 3-7, April 7-11**

This seminar for production and management personnel will provide attendees with a working knowledge of the normal instruments used for process camera operation in a newspaper. Also, it will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Color Scanner Operations for Newspaper Reproduction — **Feb. 24-28, April 21-25**

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Direct Screen Color Separation for Newspaper Reproduction — **March 17-21**

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology — **June 2-6**

This seminar introduces management personnel to the latest developments in electronic editorial and production systems. It is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on hands-on seminars, contact Arthur M. Foudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1000. □

Job fair, newsletter among first minorities panel projects

After six months of planning, the industry-wide committee on minority employment has several programs under way.

The committee's first job fair for non-editorial employment will be held next month in Atlanta, in conjunction with the American Society of Newspaper Editors' regional fair for editorial jobs scheduled Oct. 3-5 [presstime, Aug. 1985, p. 10].

The Newspaper Personnel Relations Association will assist with the planning of the fair, which is aimed at recruiting minorities for jobs in non-editorial departments such as circulation, advertising, promotion and business.

The first issue of a minorities newsletter will be published by ANPA Foundation in September, and about 15,000 copies will be distributed to members of the 27 newspaper organizations participating in the work of the Minority Issues Steering Committee. Guides to minority employment will be prepared by the end of the year and made available to all ANPA-member newspapers.

Much of this initial activity will be funded through a $30,000 grant to ANPA Foundation from the James F. Copley Foundation.

As part of the committee's program, the American Press Institute is compiling a list of minority speakers who can address issues of minority staffing and coverage as well as general issues of interest to newspapers.

Also planned are a directory of minority programs and renewed efforts to interest minority high school students in journalism careers.

The Chicago Tribune Co. has made the services of a private consulting firm, James H. Lowry and Associates, available to ANPA Foundation in its work with the committee. □

Employees, Guild, city file suits against Globe-Democrat

The St. Louis Globe-Democrat has been hit with three lawsuits over money it allegedly owes employees, a union and the city.

Publisher Jeffrey M. Gluck, who took control of the newspaper in February 1984 [presstime, Feb. 1985, p. 51], has until Sept. 9 to respond to a suit filed by 14 employees seeking to force the newspaper into Chapter 11 bankruptcy. The plaintiffs contend that the paper owes them more than $13,000 in back wages. The suit seeks reorganization of the newspaper under the supervision of the U.S. Bankruptcy Court in St. Louis.

The Globe-Democrat is "not in any jeopardy of being closed down" as a result of the petition filed by the employees, Gluck said in a statement published in his newspaper Aug. 20. The suit, he said, was filed in "bad faith" and might affect the progress of negotiations with three different unnamed parties who have been discussing acquiring an interest in the paper.

Gluck said he expects the court to deny the petition for reorganization. He said the plaintiffs' attorneys were presented with $14,000 of negotiable bank money orders to pay fully the amount claimed by the 14 employees. However, he said, the attorneys refused the payment. He said the refusal was "appalling" and left the employees vulnerable to a countersuit by the newspaper.

In the union action, the St. Louis Newspaper Guild, which represents about 350 employees at the daily, filed suit in U.S. District Court seeking more than $41,500 in union dues that have been withheld from paychecks since February but not forwarded to the union.

Richard H. Amberg Jr., vice president and general manager of the Globe-Democrat, said the lawsuit was initiated by the Guild's executive board. Most of the board's members are employees of the rival St. Louis Post-Dispatch, he noted. "As such," Amberg said, "we believe this is a conflict of interest and not in the best interest of the Globe and its staff."

In the other lawsuit, the city of St. Louis seeks about $80,300 in employee withholding and employment, or "head," taxes, including penalties and interest. Amberg said that a payment plan had been worked out by the newspaper's attorneys and that the suit "should not have been filed." □

Mutual drops First Amendment insurance

Newspapers carrying First Amendment insurance will not have their policies renewed because the carrier is discontinuing coverage.

First Amendment insurance had been available since 1980 to ANPA-member newspapers that carried libel insurance with The Mutual Insurance Co. Ltd. of Bermuda [presstime, March 1985, p. 16].

Paul L. O'Brien, Mutual's U.S. general counsel, said the company was discontinuing the insurance because the "level of participation and interest has dropped."

At the end of last year, 399 dailies and weeklies were carrying the insurance, which was designed specifically to help U.S. newspapers pay legal costs associated with defending or pursuing First Amendment rights cases. Since then, the number of participating papers has dwindled to below 200, O'Brien said.

Cases eligible for First Amendment coverage included questions of prior restraint, dissemination, access and statutory limitation upon publication.

Up to $100,000 in coverage could be obtained under the First Amendment plan at rates based on Mutual's premiums for a $100,000 libel policy. O'Brien noted that "with the cost of libel insurance up, newspapers are cutting corners." □

USA Today targets May for printing in Europe

The international edition of USA Today will be printed in Europe beginning next May.

Gannett Co. said it had reached an agreement with Ringier Co. AG of Zurich, Switzerland, to print the newspaper. The Swiss company will receive satellite transmission of pages from the United States.

Currently, the international edition of USA Today is printed in Westchester County, N.Y., and airlifted overseas [presstime, July 1984, p. 60]. It is sold in Europe and parts of the Middle East.

Already publishing in both Europe and Asia are two dailies owned by U.S. companies—the International Herald Tribune and The Wall Street Journal—as well as The Stars and Stripes, which serves U.S. forces stationed overseas. A weekly international edition of The Christian Science Monitor is printed in London. □

Minority fellowship recipients named for rest of '85

ANPA Foundation announced the recipients of 13 minority fellowships for seminars in the second half of 1985.

Designed to increase the number of minorities in newspaper management, the 91 fellowships awarded semiannually since 1981 have provided expenses for training seminars sponsored by ANPA and other newspaper organizations [presstime, March 1985, p. 47].

The most recent winners—12 people working in various departments of newspapers and one university professor—were selected from more than 100 applicants. Recipients and the seminars they will attend are:

- Bennie Ivory, managing editor, Jackson (Miss.) Daily News—The Non-News Side of Newspaper Publishing Seminar, American Press Institute, Reston, Va., Sept. 15-20
- Joe S. Roper Jr., circulation branch manager, Atlanta Journal and Constitution, and Elizabeth A. Williams, director, human resources, The Times of Shreveport, La.—ANPA Management Development Workshop, Washington, D.C., Sept. 16-20
- Felix F. Gutierrez, associate professor of journalism, University of Southern California, Los Angeles—ANPA/ASNE/APME Leadership in the Newsroom: Workshop, Washington, D.C., Oct. 14-16
- Diana Gonzales, managing editor, Del Rio (Texas) News-Herald; Allen H. Johnson III, executive editor, Winston-Salem (N.C.) Chronicle; Linda Waller Nelson, city editor, Gannett Westchester Rockland Newspapers Inc., White Plains, N.Y.; Joe Oglesby, day city editor, The Miami Herald; and Pamela R. Sutton, assistant news editor/politics and banking news desk, The Wall Street Journal—ANPA/ASNE/APME Leadership in the Newsroom Workshop, Chicago, Nov. 11-13
- Lionel Wade, assistant city circulation manager, Detroit Free Press—Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association, Washington, D.C., Dec. 2-4
- Ollie L. Young, human resource director, The Courier-News, Bridgewater, N.J.—API News-Editorial Management for Non-News Executives Seminar, Reston, Va., Dec. 8-13
- Byron V. Acohido, business writer, Dallas Times Herald—The Economic Outlook for 1986, Washington Journalism Center, Washington, D.C., Dec. 10-12
- David M. Lewis, picture editor, The Evening Sun, Baltimore—API Picture Editors and Graphics Editors Seminar, Reston, Va., Dec. 15-20. □

UPI, Guild mediation talks collapse

Mediation talks between United Press International and the Wire Service Guild broke off in late August with no schedule for future sessions.

Discussions began earlier in the month under supervision of a federal mediator over a dispute regarding the 750 Guild employees' labor contract.

UPI, which is in Chapter 11 bankruptcy proceedings, had asked the federal bankruptcy court to cancel its Guild contract. Management said the release was necessary for UPI to achieve economic stability [presstime, Aug. 1985, p. 61]. The Guild threatened to ask employees for authorization to call a strike. Both parties agreed to hold off those actions pending outcome of mediation.

Further talks "would be subject to the mediator's report" to the bankruptcy judge, said a spokesman for the Federal Mediation and Conciliation Service.

Also, UPI set a Sept. 13 deadline for submission of bids to buy the company. □

UTU rejects rail labor agreement

United Transportation Union members rejected a tentative labor agreement with railroads in the United States. Subsequently, mediation sessions broke off in August [presstime, Aug. 1985, p. 58].

Mediators continued to hold talks with 12 other U.S. rail unions.

Under the Railway Labor Act, the earliest possible time for a strike would be 90 days after all negotiations end.

In Canada, the two principal railroads are also facing labor problems. They are in conciliation with some of the unions. □

MEET JACK. JACK IS A HARD-WORKING, PATRIOTIC AMERICAN WHO LIVES WITH HIS FAMILY IN A QUIET AMERICAN TOWN.
JACK READS THE MORNING LOCAL NEWSPAPER. 'DAMNED MEDIA!,' HE SAID. 'ALWAYS DIGGING UP DIRT ON OUR GOVERNMENT OFFICIALS!'
ONE DAY, A LOCAL POLITICIAN SUED THE LOCAL PAPER FOR LIBEL. HE LOST THE SUIT, BUT THE PAPER WENT BANKRUPT FROM LEGAL COSTS.
'THAT'LL SHOW THE ARROGANT MEDIA,' JACK SAID. 'WE CAN DO WITHOUT THOSE CYNICAL, TROUBLE-MAKING MUCK-RAKERS!!'
LATER, JACK'S SON DIED OF CANCER QUITE SUDDENLY. OTHERS IN THE TOWN WERE ALSO STRICKEN. SOME BLAMED A TOXIC LANDFILL DOWN THE ROAD.
JACK WAS FURIOUS. HE DEMANDED ACTION. BUT THE LOCAL OFFICIALS STONEWALLED. STATE AND FEDERAL OFFICIALS IGNORED HIM.
'I KNOW,' JACK SAID. 'IF THE PUBLIC IS OUTRAGED, THEY'LL PUT PRESSURE ON THE GOVERNMENT AND THEN THEY'LL ALL DO SOMETHING!'
'I'LL JUST CALL THE LOCAL NEWSPAP—'
Local Paper
CLOSED
LAST EDITION
The Miami Herald
Distributed by King Features Syndicate

This cartoon and other camera-ready materials are available to promote National Newspaper Week, Sept. 15-21. The promotion kit is available for $6 plus $1.58 for postage from the Ohio Newspaper Association, 145 E. Rich St., Columbus, Ohio 43215.

Evening News board moves closer to partial or complete sale of firm

Directors of the Evening News Association, the reluctant target of widespread investor interest, have edged very close to putting the media company up for sale.

The directors bowed in late August to increasing internal and external pressure as they notified shareholders that discussions were under way with potential buyers of part or all of the Detroit-based firm. Recent bidding for the company opened with an offer scheduled to expire at the end of August. It was submitted July 29 by television producers Norman M. Lear and A. Jerrold Perenchio, who offered $1,000 a share in cash. They later raised the offer to $1,250.

But in a letter to shareholders, the Evening News board called the offer "inadequate." The letter, signed by President Peter B. Clark, said the board "has determined that it may be necessary at this time to attempt to sell all or part of the company's properties" to provide all shareholders with the "highest price per ENA share."

Clark previously said the company was not for sale.

However, an investment banking firm retained by some Evening News stockholders said about "two dozen media companies" have shown interest in acquiring the company, which owns five television stations, two radio stations and 10 newspapers including The Detroit News and The Desert Sun of Palms Springs, Calif.

Porter Bibb, managing director of the investment firm Ladenburg, Thalmann & Co., said The Hearst Corp. and Gannett Co. are among the interested parties. Hearst and Gannett declined to comment. Bibb said his firm and another investment banking house are advising holders of between 20 percent and 30 percent of News Association stock.

In other recent developments related to ownership of media companies:

- The Times Mirror Co. purchased 7.5 million of its shares for $750 million. A spokesman said the shares, which represented 10.4 percent of the outstanding stock, have been retired. The portion of the publicly traded company owned by the Chandler Trusts, an Employee Stock Ownership Plan, and company directors and officers has consequently increased to about 40 percent.
- Southam Inc. shareholders adopted a less stringent version of a fair price amendment previously approved by the company's directors [presstime, Aug. 1985, p. 60]. Under the amendment, a business combination would have to be approved by a majority of the voting shares, excluding those of a would-be acquirer. The amendment defines a would-be acquirer as holder of 40 percent or more of the Canadian company's stock.
- Tribune Co. of Chicago is seeking a waiver of Federal Communications Commission cross-ownership rules that would permit it to retain for 18 months a Los Angeles television station it has agreed to buy; its newspaper, the Daily News of Los Angeles; and its two nearby cable systems. Tribune Co. has said it intends to try to swap the News for "a comparable newspaper or newspapers."
- Rupert Murdoch is seeking two-year waivers of cross-ownership rules that would permit him to own simultaneously television stations in Chicago and New York, the Chicago Sun-Times and the New York Post. The stations are among those Murdoch has agreed to buy from Metromedia Inc.
- Capital Cities Communications Inc. is seeking a permanent waiver of cross-ownership rules, which would allow the company to retain its Philadelphia television station and a New York City television station owned by ABC, which it is acquiring. □

Inland's Reg Ivory elected president of NAM

Reg Ivory, executive director of the Chicago-based Inland Daily Press Association, was elected to a one-year term as president of the Newspaper Association Managers during the organization's annual convention in Lincolnshire, Ill., Aug. 4-8. Ivory succeeds Warren M. Hoyt, executive director of the Michigan Press Association.

Other officers elected include: Edwin W. Tucker, executive secretary of the New Jersey Press Association, vice president; and ANPA Executive Vice President and General Manager Jerry W. Friedheim, secretary.

NAM Executive Secretary Stephen E. Palmedo was appointed treasurer of the association. □

Recent acquisitions

The State-Record Co. of Columbia, S.C., acquired Harris Newspapers Inc. of Starkville, Miss., which includes the following dailies: the Starkville Daily News, circulation 6,355, and the Daily Times Leader, West Point, Miss., circulation 3,737.

Macromedia Inc. of Hackensack, N.J., is acquiring The News-Tribune, Woodbridge, N.J., daily circulation 53,404.

Park Communications Inc. of Ithaca, N.Y., is acquiring the Register-Star, Hudson, N.Y., daily circulation 15, 292.

Ogden Newspapers Inc. of Wheeling, W.Va., acquired the Marshalltown (Iowa) Times-Republican, daily circulation 14,450.

Newfoundland Capital Corp. Ltd. of Gander acquired The Daily News, Halifax, Nova Scotia, circulation 20,000. □

Changes in command

The **National Association of Black Journalists**, at its 10th Annual Convention July 31-Aug. 4 in Baltimore, elected the following new officers:

- *President*—Albert E. Fitzpatrick, Knight-Ridder Newspapers Inc., Miami
- *Vice President-Print*—Betty Baye, The Courier-Journal, Louisville
- *Vice President-Broadcast*—Tony Cox, KCBS-TV, Los Angeles
- *Secretary*—Ruth A. Ollison, KRLD-TV, Dallas
- *Treasurer*—Thomas Morgan, The New York Times.

The **National Press Photographers Association,** at its annual convention July 11-14 in Nashville, elected the following new officers:

- *President*—William Sanders, Fort Lauderdale (Fla.) News and Sun-Sentinel
- *Vice President*—Tom Strongman, The Kansas City (Mo.) Star Co.
- *Secretary*—Mary Lou Foy, The Miami Herald. □

Exchange

For sale: 42 rolls of newsprint, 14½-inches wide, 30-pounds. Contact Pam Byrne, production manager, Concord Monitor, Concord, N.H. 03301-1177; (603) 224-5301. □

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

ANPA Calendar

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation Newspaper in Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Sept. 26

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section, Joint Standing Committee meeting
Hyatt Regency O'Hare, Chicago, Oct. 9

Newsprint Seminar sponsored by ANPA and the CPPA Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Legal Affairs Committee meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA/American Bar Association Task Force meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 31

ANPA Newspaper Health and Safety Symposium
New Orleans Marriott, Oct. 31-Nov. 1

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Point Claire, Quebec, Nov. 6

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Point Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA

Officers

Chairman and President
Richard J. V. Johnson, Houston Chronicle

Vice Chairman
Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami

Secretary
K. Prescott Low, The Patriot Ledger, Quincy, Mass.

Treasurer
Arthur Ochs Sulzberger, The New York Times Co.

Chairman of Executive Committee
William C. Marcil, The Forum, Fargo, N.D.

Directors

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Frank A. Bennack Jr., The Hearst Corp., New York
Charles T. Brumback, Chicago Tribune Co.
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps Howard, Denver
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Heminger, The Courier, Findlay, Ohio
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
George W. Wilson, Concord (N.H.) Monitor

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Senior Vice President and Deputy General Manager, Thomas C. Fichter
Vice President/Human Resources, Roy W. Anderson
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Manager/Personnel Relations, Patricia P. Rentrop
Manager/Public Affairs, William Schabacker
Manager/Education Services, ANPA Foundation, Linda B. Skover
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner

New lawyer, hygienist, telcom specialist join staff

Three new professionals have joined the ANPA staff. They are:

• Brigette M. Rouson, counsel in the Legal Department.

She joined ANPA from USA Today where she was a copy editor. Prior to that, she was a law clerk in Washington and a writer/researcher for Congressional Quarterly magazine. She also has been a legal consultant and newsletter contributor to the National Black Media Coalition in Washington.

She received a law degree from Georgetown University in Washington, D.C., and a bachelor's degree in journalism from Howard University, also in Washington.

• Ellen F. Walaski, an industrial hygienist on the environmental services staff.

Previously, she was an industrial hygienist for the Marine Corps Development and Education Command in Quantico, Va.

She has a master's degree in industrial hygiene from Central Missouri State University in Warrensburg, a bachelor's degree in biology from Northeast Missouri State University in Kirksville, and also attended the Philadelphia College of Pharmacy and Science.

• Deborah S. Walker, telecommunications systems specialist in the Telecommunications Affairs Department.

Previously, she was a product marketing specialist with FirsTel Information Systems in Denver; was a marketing engineer with GTE Corp. in Springfield, Va.; and held various positions with TDX Systems Inc. of Vienna, Va.

She has a bachelor's degree in business administration from the College of William and Mary in Williamsburg, Va. □

Brigette M. Rouson

Ellen F. Walaski

Deborah S. Walker

First camera seminar for minorities

The first Camera Training Seminar for newspaper minority employees will be sponsored by ANPA Foundation Dec. 9-13 at The Newspaper Center.

The one-week seminar will be limited to six participants.

Arthur M. Boudreau, ANPA manager/technical training, said the seminar will include the latest techniques of making halftones, film processor operation, use of densitomers and computerized exposure equipment.

There is no registration fee for the seminar. Newspapers are to pay the travel and lodging expenses of the trainees.

For information, contact Nancy Osborn at ANPA Foundation, The Newspaper Center, Reston, Va. (703) 648-1000. □

New members

The Korea Times New York Edition

Long Island City, N.Y. (circulation 11,000). Peter H. Ohm, publisher.

The Daily Dispatch

Douglas, Ariz. (circulation 3,628). Aaron E. Loney, publisher.

Reminder

ANPA's telephone number has been changed to (703) 648-1000. A card containing direct-dial numbers of key staff members will be distributed to all ANPA members.

Letters

Postal board listening

I read with interest your observations in the Chairman's Corner in the (July) issue of presstime.

It is helpful to recognize that the governors are a viable, functional element of the triumvirate.

Please be aware that we remain vitally interested in the opinions and desires of all our customers.

Your interest and concern for matters related to our company, the United States Postal Service, is matched by my board.

John R. McKean
Chairman
USPS Board of Governors
Washington, D.C.

Praises graphics story

Just finished reading your article on syndicated and computer graphics in the (August) issue of presstime and must say that it is the most accurate, best written, least biased piece I've seen on the subject in the past four years. Congratulations!

Richard A. Curtis
Managing editor/graphics & photography
USA Today
Rosslyn, Va.

Missing children

The newspaper business is to be commended for the initiative on behalf of America's missing children (presstime, June). It is through the joint efforts of many organizations and the American public that we can tackle this problem.

Jackie A. Strange
Deputy postmaster general
Washington, D.C.

Helping handicapped

Many thanks for your fine article on job opportunities within the newspaper industry for handicapped persons (presstime, June).

You mention a growing awareness about handicapped people and their capabilities. Articles such as yours help perpetuate that awareness and break down barriers that have kept many talented people from realizing their potential.

Vincent J. Dollard
Senior public information specialist
National Technical Institute for the Deaf
Rochester Institute of Technology
Rochester, N.Y.

over-set

Just before the Shriners Circus opened in Montreal, Newton, a 5-year-old chimpanzee, brought himself up to date on events in Africa and elsewhere in the world.

Newspaper, library team up in California

Newspapers' renewed emphasis on promoting literacy has taken an interesting turn in Kern County, Calif.

The library system there used The Bakersfield Californian to distribute its Spring 1985 Library-By-Mail catalog.

The system's director, Robert E. Cannon, initially approached the paper about the possibility of free distribution of the preprinted, 20-page catalog, which previously had been sent through the mail. After consultations with Lynn R. Bryan, the Californian's director of marketing and sales, the newspaper and library agreed to a charge of $13.90 per thousand for distribution of 25,000 zoned copies as a supplement to the newspaper.

"It was a no-profit pricing arrangement to cooperate in this public service gesture," said Bryan.

"It's a great way to distribute something to the public," Cannon said. "It's cheaper than direct mail."

Newspaper numbers

1,534—number of U.S. cities with at least one daily newspaper.

543—number of U.S. dailies not owned by a group of two or more newspapers.

11,960—number of dollars a 1984 journalism school graduate could expect to earn in his or her first year at a U.S. daily newspaper (median figure).

1—number of North American daily newspapers still selling for 5 cents a copy. (Daily Bulletin of Dauphin, Manitoba).

82—number of North American Sunday newspapers selling for $1 a copy.

Now you don't see it, now you do

The following items were published under the heading "Dear Reader" on the front pages of The News and The Daily Advance of Lynchburg, Va.:

On July 8: "All pages for Monday's edition of The News and The Daily Advance were taken from the newsroom on Sunday. Most advertisements and stories could be reproduced, but some, including the comics, could not.

"The matter has been reported to the Lynchburg police as a theft."

On July 9: "The pages for Monday's editions of The News and The Daily Advance that were reported to the police as stolen were discovered about 4 p.m. Monday. They had been inadvertently inserted into a pouch containing pages published in April. . . . The newspapers regret any inconvenience to their subscribers and advertisers."

What's black and white and spread all over? Kitty litter-acy!

Considering that newspapers are used to line birdcages and house-break dogs, it should not be too surprising to learn that a Canadian company is marketing a brand of cat litter made of waste newspapers. It's called "Yesterday's News."

"Nothing new had happened in the cat litter market for about 40 years until we came along," says Gordon R. Fischel, president of Celltech International Ltd. of Moncton, New Brunswick, whose company is seeking a niche for "Yesterday's News" in the $400-million-a-year cat litter market in North America.

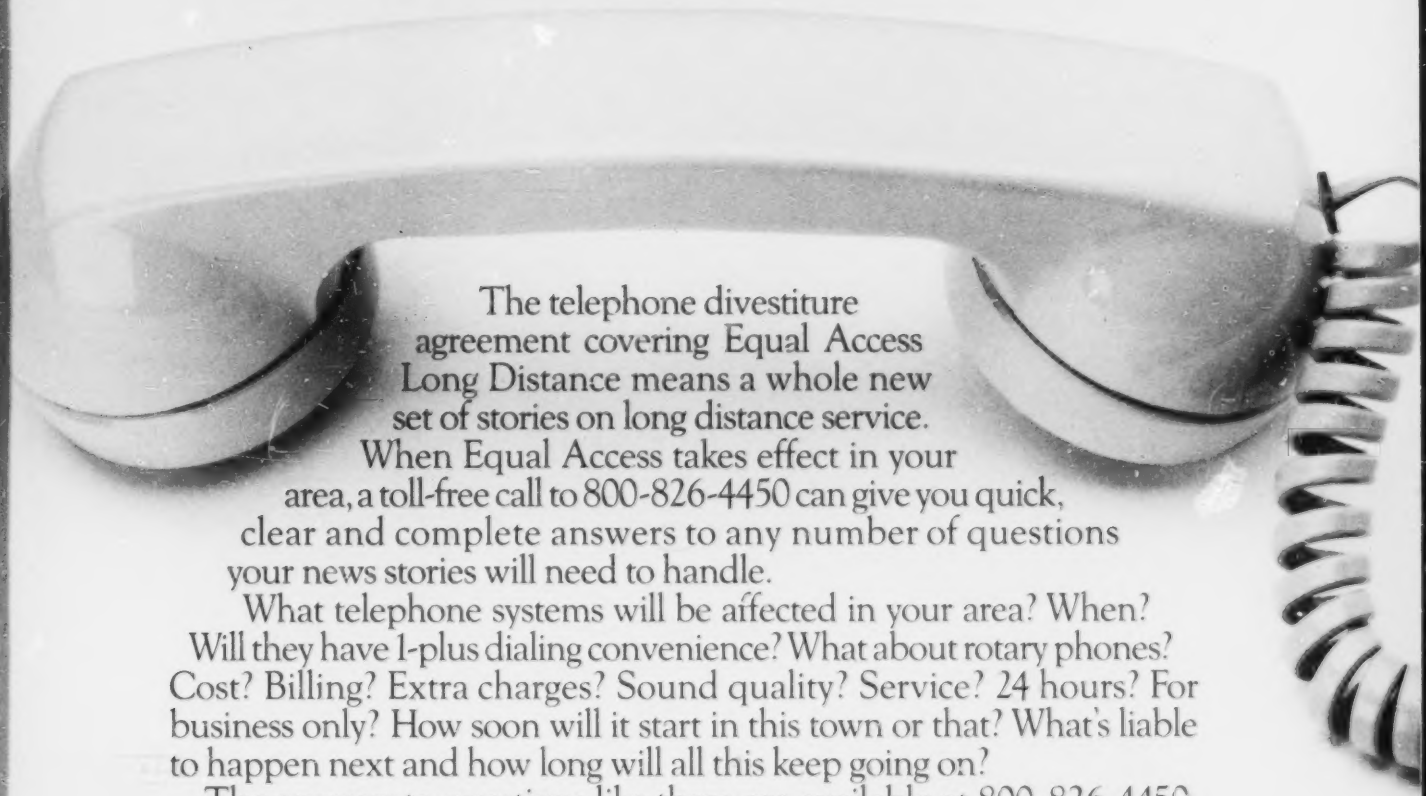
Fischel spent a quarter of a million dollars developing a process to turn paper into pellets. Today, his company, uses about 80,000 pounds of waste newspapers a week.

He claims his product is more absorbent than traditional clay litter, will not stick to the bottom of trays, controls odor better and even can be reused as plant fertilizer.

The newspapers are not deinked, and the question of ink-rub off is an obvious one. "We have never had any complaints," says Fischel, who nonetheless took out a $5-million liability insurance policy because he feared that someone would complain that their cat had tracked black ink all over their white carpet.

An Advertisement to Editors, News Directors, and Reporters

For the Skinny on Equal Access Long Distance



The telephone divestiture agreement covering Equal Access Long Distance means a whole new set of stories on long distance service. When Equal Access takes effect in your area, a toll-free call to 800-826-4450 can give you quick, clear and complete answers to any number of questions your news stories will need to handle.

What telephone systems will be affected in your area? When? Will they have 1-plus dialing convenience? What about rotary phones? Cost? Billing? Extra charges? Sound quality? Service? 24 hours? For business only? How soon will it start in this town or that? What's liable to happen next and how long will all this keep going on?

The answers to questions like these are available at 800-826-4450. GTE Sprint is providing this service in the public interest, our own interest, and the interest of all long distance customers.

Phone 800-826-4450

The Information Number for Equal Access Long Distance

GTE SPRINT

© 1985 GTE Sprint

Dear Mr. President, you have a new neighbor.

Gannett is pleased to announce that its corporate headquarters is now located at 1100 Wilson Blvd., Arlington, VA 22209, just across the Potomac River from the White House, overlooking the nation's capital.

GANNETT

1100 Wilson Blvd.
Arlington, VA 22209
(703) 284-6000

A2350-2A

October 1985

presstime

The Journal of the American Newspaper Publishers Association

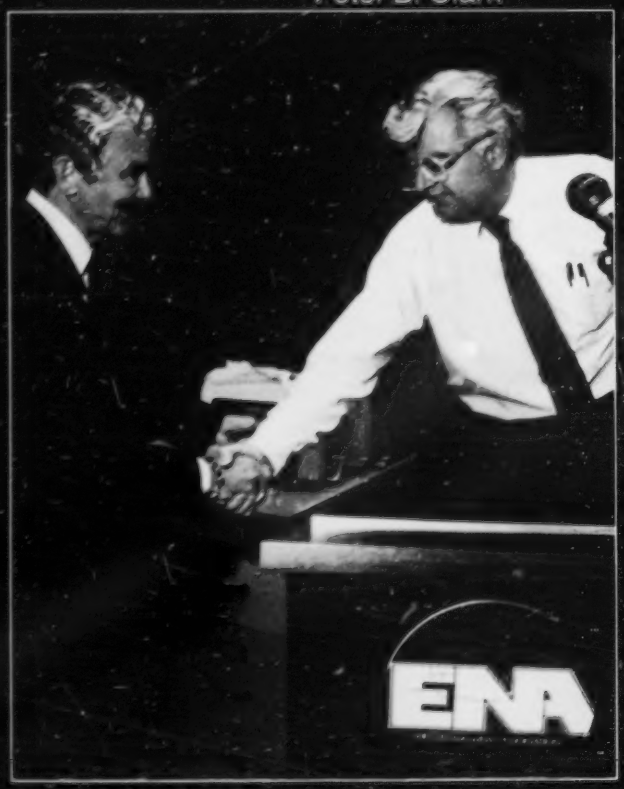
SPECIAL REPORT

Newspaper Business Focuses Its Attention On

Jeanne Lond
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

"The merger with Gannett assures that the excellent newspaper and broadcast services, which ENA has long provided, will be sustained and enhanced."

Peter B. Clark



Allen H. Neuharth
Chairman/CEO, Gannett Co., Inc.

Excerpts from ENA President Peter B. Clark's remarks to ENA employees in the newsroom of The Detroit News, August 29, 1985.

I'd like to stress to you today, after all these weeks of anxiety, that the Evening News Association did not set out—I stress did not set out—to seek a merger or a change in its situation. The L.P. tender offer made it extraordinarily difficult to sustain a shareholder group at the share prices that began appearing.

It became necessary for us very rapidly to look for, in effect, an organizational home. An organization that would maintain and protect and enhance the things we had tried to build with the Evening News Association over a long period of time—a friendly home, as it were.

If we had set out to plan a merger, at the very top of our list would have been the Gannett Co. We have a very great respect and admiration for the Gannett Co. We know its resources, we know its interest, not merely in broadcast but, most especially as it applies to us in this room, its interest in newspapers and the continuation of good newspapering.

We approached the Gannett organization and we were delighted to find that they were not only the most interested, but the most willing to express that interest in practical ways. After an intense period of discussion we worked out a basis for understanding, an agreement to merge. I can't think of a better person to commend to you as a successor guide of the future of the Evening News Association than Al Neuharth, his associates and the Gannett Co.

Evening News Association
Newspapers: Dailies
The Detroit News
The Vineland (N.J.) Times Journal
The Millville (N.J.) Daily
The Desert Sun in Palm Springs, Calif.
The Daily News in Indio, Calif.

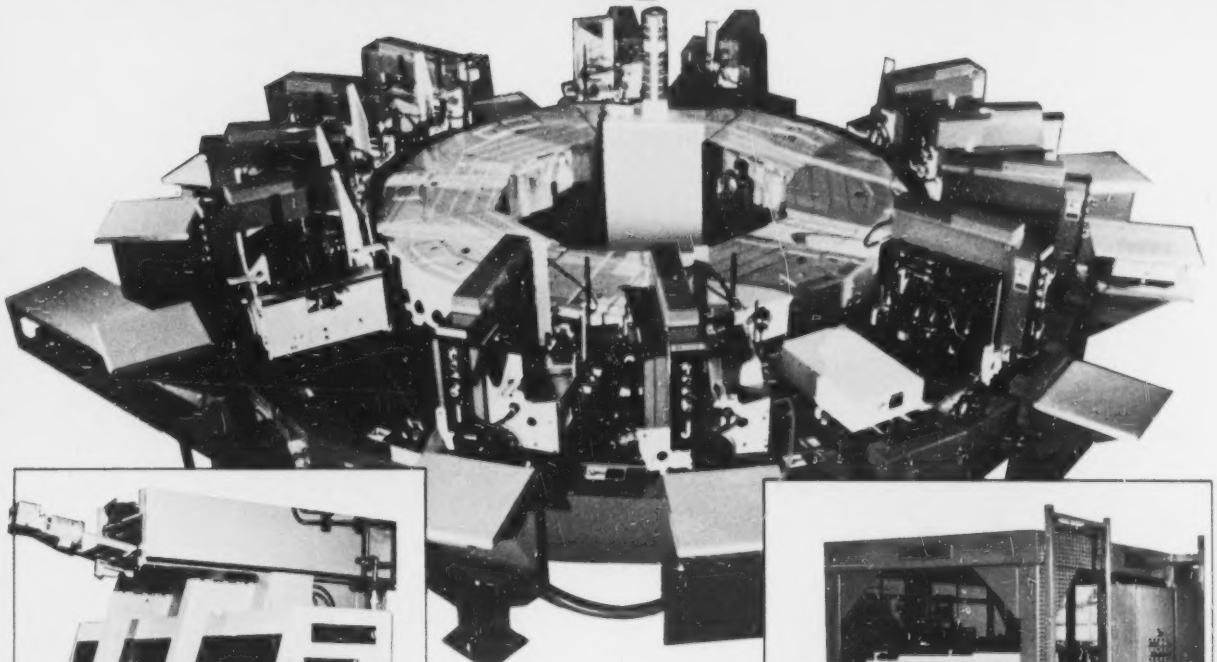
Weeklies:
The Hammonton (N.J.) News
The Egg Harbor (N.J.) News
The Atlantic County Record in Mays Landing, N.J.
The Mainland Journal in Pleasantville, N.J.

Television stations:
KOLD-TV in Tucson, Ariz.
WALA-TV in Mobile, Ala.
KTVY-TV in Oklahoma City
KVUE-TV in Austin, Tex.
WDVM-TV in Washington, D.C.

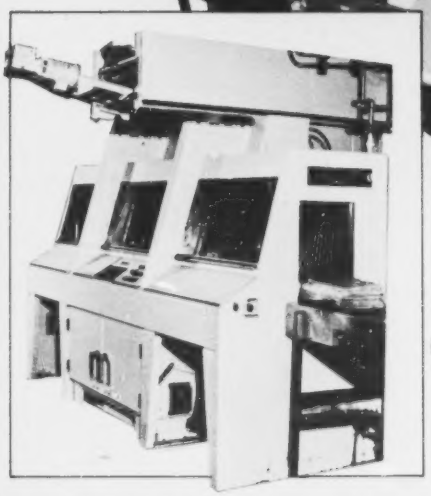
Radio stations:
WWJ-AM and WJOI-FM in Detroit

GANNETT

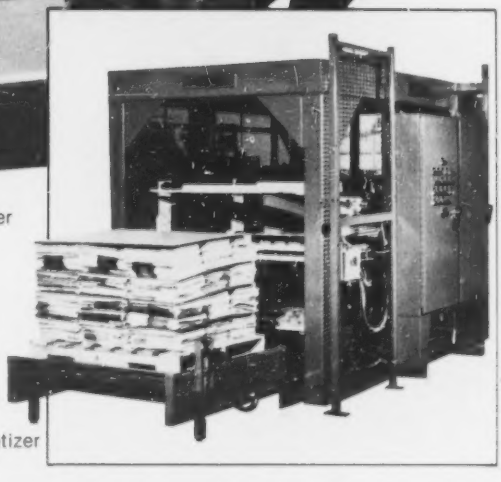
Automation is one thing. Productivity is three.



NP-1472 Newspaper Inserter



BOSS-60 Packaging System



NP-100 Programmable Palletizer

Harris's NP-1472 inserter, BOSS-60 packaging system and NP-100 programmed palletizer are designed to bring new productivity to newspaper mailrooms.

The NP-1472 has the versatility to adapt to any inserting job quickly and easily. It produces packages of up to 300 broadsheet pages in many jacket formats and automatically repairs incomplete sets.

The BOSS-60 automates packaging by doing the work of two conventional lines in half the floor space and with half the labor. The integrated functions produce high quality, strapped or unstrapped bundles at up to 50 per minute.

The NP-100 neatly palletizes stacks or bundles quickly, for better product protection and improved storage/retrieval. A programmable logic system controls all functions.

Alone, each is a dependable unit that pays off investment with lower operating costs and increased speed.

Together, the three form an integrated system that will raise mailroom efficiency higher than it's ever been. Each machine is designed to work smoothly with the others, moving product from press to pallet quickly, precisely, and with a minimum of labor.

The NP-1472, BOSS-60, and NP-100 bring more than automation to material handling. They deliver productivity.

For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

HARRIS GRAPHICS

Bindery Systems Division
P.O. Box 518 · Champlain, New York 12919

GOSS HEADLINER OFFSET on edition in Greenville

"We were able to retain existing equipment and leave our plant intact and at the same time increase production capacity–all at a cost we could afford–using Headliner Offset replacement units."

William deB. Mebane, Publisher, *The Greenville News* and *Greenville Piedmont*, Greenville, S.C.

The Multimedia group's flagship daily installed a 4-unit/2-halfdeck Goss® Headliner Offset® press in line with its 8-unit/4-deck Metroliner® press. The new press went successfully on edition, on schedule, July 25, 1984.

Mebane continues: "Goss technology allowed both ease of installation and retention of the substructures and other components of the letterpresses we replaced. And there's still room for four more offset replacement units, assuring our production capacity into the 1990s."

Production Director Bill Matthews adds: "We have plenty of flexibility, too–running the Headliner Offset and Metroliner units together or as two independent six-unit presses. And considering that we had to get our paper out on the Goss Metroliner press under tight space conditions while putting in the Headliner Offset press, the turnkey installation went smoothly. It was a good partnership–Goss responsiveness and a great effort by our own team."

The Goss Headliner Offset press–designed-in flexibility for solutions to a wide range of newspaper production requirements worldwide.

Contact Goss Newspaper Products, Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. (312) 656-8600.

Rockwell International

...where science gets down to business

Aerospace / Electronics / Automotive
General Industries / A-B Industrial Automation

presstime

INDEX | VOLUME 7, NUMBER 10 | OCTOBER 1985

Special Report *The message couldn't be more clear if it were printed in cyan, magenta and yellow. Ink, one of the essentials of newspapering, is at a turning point. Brighter, stronger, better inks are in. Rub-off is on the way out. Inks made with cheap mineral oils apparently are on the way out. Newspapers are demanding higher quality inks, and developmental work is under way to produce them. ANPA has played a role in ink research and development, particularly with its contribution to color standardization to meet advertisers' needs.* **26**

Advo retrenches *Competition from newspapers and its own rapid expansion activities are causing direct mailer Advo-System Inc. some problems.* **6**

Keeping the faithful informed *Increasingly blessed with professional editorial staffs, religious publications have grown in influence.* **8**

Chilling case *The Supreme Court's opinion in* Dun & Bradstreet v. Greenmoss Builders *makes it one of the most important libel cases of the century.* **16**

Retraction statutes *Under the laws of many states, newspapers can avoid some types of damage awards in libel cases if they print a correction.* **18**

Taking sports afield *Many big league journalists started on the sports desk, but some say the beat no longer is the way to score in newspapering.* **20**

Brighter is better *Reversing a 20-year trend, newspapers are demanding brighter newsprint to achieve better process color reproduction.* **24**

Taboo advertising *Whether or not to accept an advertisement is a newspaper-by-newspaper decision. Here are some kinds of ads papers refuse.* **34**

Gift subscriptions *Most newspapers say holiday subscription campaigns add little cheer to their circulation rolls.* **36**

Profile: C.K. McClatchy *This fourth-generation journalist thrives on competition and strives for openness at his newspapers.* **38**

Essay: Telephone talk *Charles T. Brumback of the Chicago Tribune Co. suggests ways newspapers can use the new telecommunications technologies.* **39**

New inks are coming *Major ink companies say they will make inks using highly processed oil that will not require cancer-warning labels.* **40**

Religious press, p. 8

Inks, p. 26
(Cover and Special Report color photos by Alan Tepper.)

Newspaper strikes, p. 50

Advertising	49	Government affairs	40	State and local	46
ANPA calendar	64	Newspaper business	60	Speeches	48
ANPA news	64	Newsprint	58	Technology	54
Chairman's corner	4	Overset	62	Telecommunications	47
Education	44	Postal affairs	44	Transportation	58
Employee relations	50	'Shoe'	47	World press	45

CHAIRMAN'S CORNER

The issue of ink safety can be turned into an opportunity to improve customer relations

I have an especially urgent message for you this month! As you know by now, the U.S. Occupational Safety and Health Administration's new "hazard communication" standard goes into effect Nov. 25 for manufacturers of certain chemical products including printing inks. The new regulation requires product labeling aimed at informing employees about the nature of materials they use on their jobs in the workplace.

Richard J. V. Johnson

All current formulations of oil-based printing inks will be covered by this new regulation and will have to bear labels indicating varying types of hazards that might result from using them unsafely.

OSHA's concern over the safety of oil-based inks is based on a United Nations study that concluded that certain compounds contained in the untreated oil caused tumors on mice. An independent study found no evidence of current inks causing problems for pressroom personnel and found the ink was, in fact, safe to use. Nonetheless, these currently formulated inks will contain warning labels to alert employees to proper handling, washing, changing clothes, etc.

Options by which newspapers could avoid such labeling were listed in an important ANPA Environmental Alert sent to you in August. They include use of treated-oil inks. Newspaper executives should be aware of these alternatives and should discuss them promptly with their ink suppliers.

Over the years, our newspapers have demonstrated a responsible, common-sense approach to the introduction of improved technology for enhancement of the pressroom environment and to all aspects of employee safety. The changes to photocomposition, offset printing, enclosed press-console rooms and de-misters all are part of an excellent safety record.

Many ANPA members believe this new, ink situation provides our industry with opportunities to make further, positive steps in adoption of low-rub inks, while preserving our long standing commitment to safety and significantly enhancing our reader relations and marketing flexibility. (Presstime discusses all ink-related matters in depth in this month's cover story.)

We all must pay close, prompt attention to these things.

If you have questions, call the ANPA technical staff or any of the expert members of our Technical Committee.

Richard J. V. Johnson
Chairman and President

ANPA

presstime

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SCRIPPS HOWARD FOUNDATION

Advo posts financial

BY C. DAVID RAMBO
presstime staff writer

Advo-System Inc., the direct-mail competitor that has brought on many business headaches for newspapers, now is causing financial trouble for its parent firm. And some papers are benefiting from Advo's woes.

Newspapers in a number of markets report Advo activity has eased up a bit. An Advo spokesman confirms that the company has withdrawn from some small markets where there "wasn't sufficient activity" to justify continued efforts.

In some cases, newspapers report getting back advertisers that had been lost to the mails.

"The big push that we felt last year or early this year has just fizzled," says Frank J. Savino, vice president-marketing of The Record in Hackensack, N.J. "Everything has just seemed to quiet down."

Many other newspaper executives offer similar reports. Among the reasons for Advo's downturn are stepped-up competitive efforts by newspapers, including effective total- and target-market-coverage programs and persuasive sales pitches emphasizing newspapers' strengths as an advertising medium.

At the same time, though, newspaper executives are not taking Advo for granted. They realize that rocky financial times for the big direct-mail firm could smooth out eventually.

With such caveats, more than a dozen executives of newspapers and newspaper groups interviewed by presstime were of the opinion that:

- Advo generally has fewer consistent shared-mail partners than it did a year ago. K mart is going steady with the mailer in many markets, but other advertisers use the mail service sporadically.
- Advo's local sales force in many areas has been cut back. However, in some other areas it has been stable or even grown.
- Some Advo mail processing facilities in smaller cities have been closed.

"They've fallen back," says Mark G. Sullivan Jr., manager of retail advertising of the Press-Herald and Evening Express of Portland, Maine. "Advo was never really able to get the [shared-mail] package together with the proper people and the people they needed" to make it financially successful in his market.

Two years ago, Sullivan notes, Advo was a "big worry" because of the program known as Marriage Mail—its brand name for local or regional shared-mail programs in which two or more advertising preprints are united as a single package.

Similarly, Werner Veit, president of Booth Newspapers, observes that "K mart is still in it, but they [Advo] haven't been able to get anybody else" on a regular basis in markets served by the eight Booth dailies in Michigan.

"Now it's usually just one advertiser in the mailing, if there is any mailing at all," says Billy Crews, associate publisher of the Northeast Mississippi Daily Journal of Tupelo. Crews, who points out that K mart is not in his market, says Harte-Hanks Direct Marketing "seems to have become more dominant in the past month or two than Advo." That direct-marketing firm is a subsidiary of Harte-Hanks Communications Inc., a San Antonio-based company that includes newspapers, broadcast stations, a market research firm and other businesses.

"The big push that we felt last year or early this year has just fizzled. Everything has just seemed to quiet down."

Jeremy L. Halbreich, executive vice president of The Dallas Morning News, says while Advo still appears to be mailing to the same number of ZIP codes in the Dallas area, the "volume of advertising has declined. . . . There has been some loss of some of their heretofore regular customers."

Both the Morning News and the Dallas Times Herald have picked up volume, he says.

G. Dennis Berry, vice president and general manager of the Atlanta Journal and Constitution, also says the "number of pieces in Marriage Mail seems to have decreased." The Journal and Constitution now have all the K mart advertising and all the major food advertisers, Berry says.

Why the slump? Newspaper executives believe Advo's difficulties lie partly in trying to expand too rapidly. Advo officials "overextended themselves in all that they did, including pricing," says Savino of Hackensack.

Another reason for what some executives called Advo's "retrenchment" in some markets is daily newspapers' TMC programs. Most dailies now offer advertisers reach beyond that of paid circulation.

In a nutshell, "We competed against them and won," says Richard Kaspar, vice president and general manager of the Columbus (Ga.) Ledger and Enquirer, a member of the Knight-Ridder Newspapers group.

Veit of Booth Newspapers says all of his papers have TMC programs, and "we offer everything that Advo does and then some." The Booth papers can provide delivery to a specific "ZIP code, town, geographic area, circle around the store—whatever they want. We're just more flexible" than a mailing house, he says.

But more important, Veit says, is newspapers' inherent advantage of being a purveyor of news and information. "No question about it," he says, "our biggest advantage is that we're a daily newspaper. That's where advertisers want to be. . . . We've been around for 100 years, and people know who we are."

For many advertisers, mail delivery "is not their strategy," Veit says. "It's not what they want."

Yet Advo continues to keep a strong hold on many markets.

Raymond A. Jansen, senior vice president of marketing and operations at The Hartford Courant, says Advo is more active this year than last in the Hartford area, where Advo has headquarters. "But at the same time, so are we," he observes.

K mart in March 1985 left the Courant entirely for Advo's direct-mail services, as did a major supermarket chain in August 1984.

woes

The Hartford Courant

Advo-System Inc. still poses strong competition for ad dollars in hometown Hartford.

"Could we be running more if Advo was not in the market?" Jansen asks. "Probably, yes."

Keeping up their guard. As newspaper executives take note of their competitor's weakening position in a number of places, they are not giving it up for dead. Quite the contrary.

"We still feel Advo's presence," says Berry of Atlanta. Like many newspaper executives, he continues to monitor closely the activities of Advo and all other competitors, for that matter—including shoppers and free newspapers.

"Advo still remains a very aggressive competitor for retailers' ad dollars," says Edward T. Parmelee, Knight-Ridder's vice president of marketing. "We still have a very high degree of respect" for the organization.

He points out that Advo maintains good computerized mailing lists and has an aggressive sales force.

Advo offers advertisers good prices, made possible mainly by advantageous postal rates, Parmalee continues. "That third-class postal rate is very attractive, and until that is changed, Advo is going to remain a strong competitor." The newspaper business, through ANPA, is urging postal authorities to implement higher third-class rates. The Association has argued that third-class mail rates are unfairly low compared with first-class [presstime, April 1985, p. 43].

The Knight-Ridder executive observes that in addition, Advo offers advertisers the ability to reach an entire region through a single purchase. Newspaper advertising networks have been set up to accomplish the same thing, and "we will increasingly see considerably more networking," he says.

Networks have been established by the Newspaper Advertising Bureau, the Landon Associates advertising representative firm and by some newspapers in Southern California.

Newspapers' intensified efforts to meet the competitive challenge posed by Advo come as its parent company, John Blair & Co. of New York City, reports a $13.7-million loss for the first six months of this year. Partly responsible was Advo's taking "longer than expected to achieve profitability," the company says. Blair, a 50-year-old company whose holdings include five television and eight radio stations, completed its $37.1-million acquisition of Advo in March 1984.

According to the company, the other reason for the red ink was "continuing problems" in the John Blair Marketing couponing subsidiary, which places coupon inserts in newspapers and in the mails. Advo and John Blair Marketing make up Blair & Co.'s Marketing Division. In 1984, the division had revenues of $496 million, about 60 percent of the total for Blair & Co.

"Not fully foreseen . . . was the severity of price-cutting competition in free-standing newspaper coupon inserts, in which Blair has been a national leader," the company said in its 1984 annual report, in which it noted a 43-percent drop in overall net earnings from the previous year.

"Advo still remains a very aggressive competitor. . . . We still have a very high degree of respect" for it.

One measure Blair plans as part of its financial turnaround will benefit newspapers: It is to insert free-standing coupon supplements on 20 Sundays in 1986, which will equal the number planned this year, says Blair Marketing Chairman Edward J. Fuhrman.

Blair Marketing had planned to reduce the number of "fsi" dates and increase the number of dates for Network Mail—its national shared-mail program using coupons as a "wrapper" [presstime, Dec. 1984, p. 35]. But Fuhrman, acknowledging that "some inadvertent signals" had been sent out "suggesting that we are lessening our commitments" to newspaper inserts, says the company remains heavily committed to newspapers.

Blair Marketing has scheduled 14 Network Mail dates for 1986, Fuhrman says, six fewer than are planned this year.

Blair & Co.'s transitional period since acquiring Advo has included organizational and management reshuffling. Blair initially intended to consolidate Advo and Blair Marketing. Former Advo President John A. Valentine emerged as head of that union. But he resigned in March, and there followed a greater separation of the two subsidiaries. Each now has its own top executive who reports to Hugh R. Beath, executive vice president of Blair & Co. At Advo it is President William W. McConnell; at Blair Marketing, it is Fuhrman.

Although the parent company said in the annual report that it intends to "continue our strong presence and a market leadership position in both the cents-off coupon and shared-mail industries," sources say Blair has discussed selling all or part of its Marketing Division.

The company will not comment.

Financial analyst James D. Dougherty of F. Eberstadt and Co. of New York, who follows Blair, says he does not think the firm is interested in divesting Advo, but it may be thinking about selling some or all of the couponing business.

"I believe that the Advo business is a sound business" and that Blair & Co.'s decision to buy it was "a good one," Dougherty says.

He adds that he expects Blair to return to profitability for the long term, probably by next year. □

Publications devoted to matters ecclesiastical form the Religious Press

BY MARCIA RUTH
presstime staff writer

"Kosher Food Fraud Probe" . . . "Tax Threat to Charity" . . . "Peace Ribbon: 10 Miles of Art Panels Tell Nuclear Fears, Hopes."

Whether delivering news their readers do not receive through the secular press, presenting a point of view most newspapers ignore, or delivering background months before certain events hit the front pages of general-circulation dailies, the religious press fulfills a vital function in American journalism.

"We are no longer laughingly referred to as 'weaklies,'" says Robert A. Cohn, president of the American Jewish Press Association and editor of the St. Louis Jewish Light. "We are influential and important, and people are interested in what we have to say."

Numbers are hard to establish. Nearly 1,000 publications, slightly more magazines than newspapers, belong to the major Jewish, Catholic and Protestant press associations. These include publications that are official organs and those that are independently owned but published for specific religious groups.

There is also a wide variety of religious publications that are not members of one of the religious press associations.

The religious press is "sort of an amorphous mass that is continually in flux," says Russell Chandler, religion writer for the Los Angeles Times, past president of the Religion Newswriters Association. "Some edges of it are dying, and some are growing."

With the breakdown of many homogeneous neighborhoods and with the rise of mail costs, religious papers that once published daily have become weeklies. Many have changed format—from broadsheet to tabloids or magazines—in an effort to please readers.

Charging for subscriptions and accepting advertising are commonplace, although religious papers generally are not major business competitors for traditional newspapers.

In terms of the editorial product, there is a trend at many religious publications toward increasing professionalism.

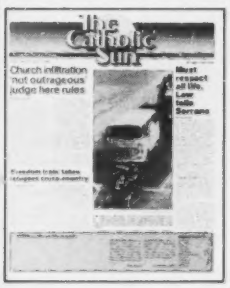
"There was a day when those who worked on the (religious) paper fell into two categories: preachers and low-paid assistants, but that has changed drastically," says Bobby S. Terry, editor of Word and Way and president of the Southern Baptist Press Association.

"Nine out of 10 people are in jobs (with the Catholic press) because of their journalism background rather than church background," says James A. Doyle, executive director of the Catholic Press Association of the United States and Canada.

Still, most religious publications have small full-time staffs. They tend to rely heavily on correspondents or stringers and national news sources such as Religious News Service, Jewish Telegraphic Agency and National Catholic News Service. (See story, next page.)

Parallel to the increasing professionalism of the religious press is increasing

There is a trend toward more professionalism in religious newspapers.



attention paid to religious issues by secular media. There is a "new awareness that religion cannot be ignored and must be treated professionally and with the very best journalistic skills," says Louis A. Moore Jr., religion editor of the Houston Chronicle and current RNA president.

This new emphasis by secular papers in no way diminishes the importance of the religious press, says Chandler of the Los Angeles Times. "I don't see the two as competing. If anything," he adds, secular coverage heightens interest in the religious press "because it makes more people aware of religion and how it impacts society as a whole. The fact it (religion) is perceived as being newsworthy and commands space and good display in the secular media enhances the religious press's ability to also speak to these issues."

Jewish ethnic impact. In a general sense, the major groupings of religious publications break down this way: Jewish publications are independently owned and operated; Roman Catholic publications are affiliated with the church; and Protestant publications run the gamut.

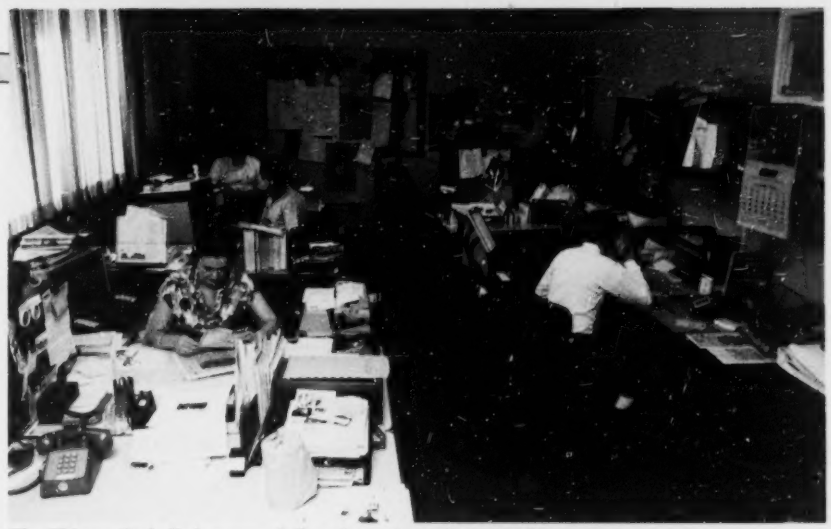
The vast majority of the 180 member publications of the American Jewish Press Association are newspapers. While the 25 to 30 AJPA-member magazines generally seek national or international audiences, the newspapers have historical roots in urban communities where Jews settled into well-defined neighborhoods around the turn of the century.

For most of the Jewish papers, whether published by religion-oriented community groups or by individuals, the emphasis is more ethnic than religious.

"I personally feel I am in no position to tell people what to believe," says Miriam Goldberg, editor and publisher of the Intermountain Jewish News, begun in Denver in 1913 and now circulated in Jewish communities in Utah, Wyoming, Colorado, New Mexico and Oklahoma. "I think of ours not as a religious publication, even though that's what it's called. 'Ethnic' is a better word."

"I used to think the paper was put out by rabbis for rabbis, but nothing could be further from the truth," says Albert H. Erlick, managing editor of The Jewish Exponent, a 65,000-circulation weekly begun in 1887 and now owned by the Federation of Jewish Agencies in Philadelphia. "The paper exists to build community more than to build religious belief."

Defining what "community" means to his readers, Erlick says: "It's more than bagels and lox, more than synagogue on Sabbath. . . . It's the club and it's the school. . . . It's the sense of caring when Jews anywhere are threatened. It's what makes you march for Soviet Jews, contribute for Ethiopian Jews. . . . It's a sense of being connected, and the publication is one of the agents by which we build and maintain that sense of connection."



James Kilcoyne, Chicago Catholic

The Chicago Catholic has seven full- and part-time editorial staff members.

Given the differences in religious beliefs among Jews—from strict Orthodox observers through adherents to Recon structionist philosophy—"a major challenge is to conduct a newspaper to appeal to and not offend segments of the community," says AJPA President Cohn, whose St. Louis paper reaches over 12,000 homes.

The objectives (of the Jewish press) also have changed over time, says Cohn. "While the original purpose was to help integrate Eastern European Jews into the community, the function now is to be a safety valve, to provide a forum for Jewish viewpoints when we feel frustrated by national or international events." It also gives space to such topics as Soviet Jewry "not covered extensively by the secular press," he says.

The Jewish press association has been nearly split in two by legal action brought by a group of independently owned Jewish newspapers against a paper owned by a Jewish "federation" in Los Angeles. Historically, federations—city-based associations of Jewish charities—have provided social services to needy Jews, such as orphans and the elderly. Recently, some federations expanded what used to be house organs into full-fledged newspapers. The independents say the federation link gives these papers an unfair competitive advan-

3 news services cover religion exclusively

Three news services supply news, feature articles and photographs to the religious press as well as to other publications.

- Religious News Service, founded in 1934 by the National Conference of Christians and Jews, has been operated by the United Methodist Communications Council since 1984.

An ecumenical service with headquarters in New York City, RNS provides news, features and photographs to about 200 clients. About half are Protestant publications, one-fourth Catholic and the other quarter a mixture of Jewish publications, secular newspapers and others.

- Jewish Telegraphic Agency was founded in La Hague, Switzerland, in 1917. Moved first to London and then to New York City in the early 1920s, JTA was incorporated in 1935 as a non-profit organization.

Governed by a board of directors, primarily journalists and leaders of the American Jewish community, JTA mails daily news bulletins to about 2,500 subscribers. About 100 of these go to Jewish newspapers, with the balance reaching journalists of the secular press, radio and cable-television stations, and government officials.

- National Catholic News Service was founded in 1920 as a division of the U.S. Catholic Conference, the civil arm of the National Conference of Catholic Bishops.

Based in Washington, D.C., NCNS serves about 150 U.S. periodicals (nearly all Catholic newspapers) and has clients in about 40 countries.

Although NCNS serves secular dailies abroad, it does not seek expansion to U.S. dailies, because that would displace the competitive edge for news now held by Catholic weeklies.

tage. The litigation, brought last year, is pending.

While Jewish newspapers serve primarily local communities—averaging about 20,000 circulation in areas like Baltimore, Cleveland, Kansas City, Mo., Washington, D.C., and Long Island, N.Y.—magazines published by major international membership organizations like B'nai B'rith and Hadassah have circulations of over 200,000, primarily in the United States.

The major Jewish religious groups publish quarterlies with a combined circulation of more than 500,000—50,000 Orthodox, 240,000 Conservative and 280,000 Reform.

Magazines said to be particularly influential among intellectuals are the 40-year-old, neo-conservative Commentary, and more liberal newcomers such as Moment and Midstream.

Strong diocesan ownership. In contrast to the Jewish press, where newspapers are owned by community groups or private individuals, the bulk of Roman Catholic newspapers are owned by the church's dioceses. There are about 160 Catholic papers, only five of which are privately owned and nationally circulated.

In addition, there are about 350 Catholic magazines, about 120 of which belong to the 300-member Catholic Press Association. The association includes publications that are church-affiliated as well as those that are independent.

The Catholic Press Association's Doyle estimates that 5.5-million people read Catholic newspapers, while nearly four times that number read Catholic magazines. But "newspapers are significant," says Doyle, "because that's the way the average Catholic relates to the church community."

In each diocese, the bishop is the nominal publisher of the paper, yet editors "pretty much operate independently," he says.

"The (Catholic) paper relates to the (Los Angeles) bishop the same way the Los Angeles Times relates to Otis Chandler," says Alfonse K. Anteczak, managing editor of The Tidings in Los Angeles (circulation 50,000).

Anteczak emphasizes that each diocesan newspaper differs. "A lot of people hear 'Catholic papers' and think we're homogeneous, but we're not," he says. "You have 160 different publications, 160 different editors, and 160 different financial and other arrangements."

Some diocesan papers are sophisticated, multi-page editions with circulations of over 100,000—in areas like Chicago, New York, Long Island, Pittsburgh and Milwaukee. But in several locations, such as the Diocese of St. Augustine, Fla., there is no diocesan paper, so the diocese prepares its information and distributes it by purchasing space in secular newspapers that circulate in the area.

From diocese to diocese, some Catholic papers are expanding and others retrenching. For example, a new monthly, The San Francisco Catholic, recently replaced a weekly publication, while Phoenix's monthly—which had ceased publication—was reborn as a biweekly, The Catholic Sun.

"We can't do what they do, and they can't do what we do," says Sun Editor Christopher Gunty, describing why he believes his diocesan newspaper is "complementary" with the local secular press. "They are not able to give the attention to details we can give," he says, and The Catholic Sun also dwells more on "how secular issues relate to the people in the church."

Nationally circulated Catholic newspapers are not owned by the church, and they perform a different function. They offer more analysis and commentary—and from widely different points on the political spectrum. Roughly speaking, The National Catholic Reporter (circulation 47,676) represents the "left"; The Catholic Register (circulation 45,750) the "right."

The Reporter, whose average reader has a postgraduate degree, is known for tackling controversial issues such as women's ordination and the role of "liberation theology" in Latin America.

The feisty weekly with a staff only about two-thirds Catholic considers itself an "independent voice within the church," says editor Thomas Fox, a former editor at The Washington Star and reporter with the Detroit Free Press. "If we are sometimes viewed to be a critic, we hope people acknowledge we are a loving critic," he wrote in the Nov. 26, 1984, issue, celebrating the Reporter's 20th anniversary.

Occupying a central position is the newsmagazine, Our Sunday Visitor, which boasts an independent circulation of over 200,000. An additional 60,000 copies are inserted into diocesan newspapers.

"We define our audience as the average Catholic in the pew," says Editor Robert D. Lockwood. "We don't have an ideological ax to grind," he says. "We like to consider ourselves in the middle—where we think most Catholics are."

Another national newsmagazine, Catholic Twin Circle, aimed primarily at young families, is owned by the same California publisher as The Catholic Register—Twin Circle Publishing Co..

Catholic magazines considered influential because of their selective readership include Commonweal and America.

Craig Terkowitz, Baltimore Jewish Times

Baltimore Jewish Times Editor Gary Rosenblatt (third from left, seated) conducts staff meeting.

Protestant potpourri. While Jewish and Catholic publications fall into relatively definable patterns, the large segment of the Christian press that covers Protestant churches is much more difficult to characterize, and its influence and circulation are harder to describe. "The Protestant press is as varied as Protestants tend to be," says Donald F. Hetzler, executive secretary of The Associated Church Press.

Generally speaking, there are more than 20 basic groupings of Protestants, with at least 150 well-defined denominations among them. In addition, there are major Christian religious groups, such as the Mormon church, that are not Protestant. Out of this diversity comes a multitude of publications.

Overall, newspapers tend to play a secondary role to magazines in molding opinion among Protestants, says Gary Warner, executive director of the Evangelical Press Association. "What newspapers you find are very localized publications."

There are three major Christian press associations with predominantly Protestant membership:

- Associated Church Press has about 160 members, only one-fourth newspapers, and a combined circulation of about 12 million, primarily among mainline Protestant denominations.
- Evangelical Press Association counts about 300 members, only about 50 newspapers, and requires adherence to a doctrinal statement of belief for membership.
- Southern Baptist Press Association includes the 36 state papers affiliated with the Southern Baptist Convention, with an estimated circulation of about 1.8 million.

Among these three broad groupings of church-affiliated and independent Christian publications, the largest single operation is The United Methodist Reporter.

In one form or another, it circulates to over half a million homes throughout the United States. National news is reported and written from the central office in Dallas, then combined with local news from individual churches in more than 400 editions.

In Baptist publications, however, a more denominational tone prevails.

"Four words have been used to describe the papers' role among Southern Baptists. These words are: information, inspiration, indoctrination and enlistment," says the Southern Baptist Press Association's Terry.

So basic is the church newspaper to the nearly 2 million Southern Baptists who receive them, Terry offers this comment: "You take away the state Baptist papers, and you sow the seeds of destruction for all that we do together."

Among Baptist publications, the largest is in Texas, where the Baptist Standard carries news of primarily local interest to more than 350,000 church members.

"We're covering Baptist life for Baptists," says Standard writer John M. Rutledge. "If it were not for us, the churches would not know what other churches are doing."

The most widely read of ecumenical Protestant magazines is Christianity Today, with a circulation of 180,000. Also influential are Christian Century, Christianity and Crisis, and Sojourners.

This wide spectrum of voices represents a "very important alternative and independent voice in the United States," says Hetzler of The Associated Church Press, "something we should very highly prize."

AMERICA'S NEWSPAPERS ONLINE

The Dallas Morning News

San Francisco Chronicle

The Seattle Times

Houston Chronicle

THE DAILY OKLAHOMAN

Sun-Times

Arkansas Gazette

THE JOURNAL RECORD

THE DAILY TEXAN

BATON ROUGE MORNING ADVOCATE STATE TIMES

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DataTimes

Several major dailies owned by church groups

"In all the history of journalism, surely there is no more extraordinary and unexpected phenomenon" than the emergence of The Christian Science Monitor as a force in worldwide journalism, wrote Erwin D. Canham in *Commitment to Freedom*, his loving history of the newspaper he edited for three decades.

With a reputation for intelligent and responsible journalism, the Monitor is one of a handful of U.S. newspapers that are owned by a religious group but have a readership well beyond members of that particular group.

The Monitor was established in 1908 by Mary Baker Eddy, founder of the Christian Science faith, as an antidote to the "yellow journalism" rampant at the turn of the century.

A much older newspaper is The Deseret News, begun by the Church of Jesus Christ of Latter-day Saints in 1850.

Three years after Brigham Young led his followers to Salt Lake City, the paper's wrought-iron press—described as "a little larger than a clothes wringer"—was shipped around Cape Horn and hauled overland from San Francisco by a team of oxen. Because there were not enough trees for paper in the salt-soaked earth, settlers gathered rags to feed the imported press, which churned out two pages a minute.

The newest examples of general-circulation dailies owned by religious groups are those published by News World Communications Inc., owned by associates of the Rev. Sun Myung Moon, founder of the Unification Church. They are: The New York City Tribune, which began publication in 1976 as The News World and suspended publication Aug. 26 until its new printing plant is completed on Long Island early next year; The Washington Times, launched in 1982 as a conservative alternative to The Washington Post; and Noticias del Mundo, a Spanish-language paper published in New York and Los Angeles that dates from 1980.

On the question of editorial ties to church beliefs, the Times is adamant about total independence.

"The owners wouldn't presume to give me instructions," says Arnaud de Borchgrave, former chief foreign correspondent and senior editor of Newsweek magazine who last March was named editor-in-chief of The Washington Times. A Roman Catholic, de Borchgrave scoffs at those who question his political autonomy. "I don't take orders from the Pope, and I don't take orders from Rev. Moon, and I don't take orders from any (other) religious leader," he says.

The Times' circulation of 83,962 included about 7,000 copies of a national edition, printed in California. The Times national edition was replaced in September by a weekly magazine, Insight. Circulation of The Washington Post is 771,253.

Director of Advertising O.T. Watkins says the Times' advertising revenue was up 70 percent for the first five months of its fiscal year, which began April 1, compared with year-earlier figures. However, the paper continues to run deeply in the red, having lost more than $150 million since its start-up three years ago.

The Monitor has firmer ties to the mother church but strives to appeal to a wide audience. "We are certainly not trying to put out a denominational paper or a paper that serves the interests of Christian Scientists only," says Managing Editor Richard A. Nenneman. "We are somewhere in between, trying to put out a paper that concentrates on the issues that we as Christian Scientists think are important."

The high percentage of the newshole devoted to international coverage reflects a "mission" of the church to create "an awareness of the conditions under which people live all around the globe," says Nenneman.

The generally "upbeat" nature of most features reflects another Christian Science tenet, "to enhance the quality of life instead of dragging it down," he says, "to present lifestyles that can be emulated and experiences that can give people hope."

Like The Washington Times, the Monitor also is a red-ink operation, costing the Christian Science Church a reported $10 million annually.

But unlike the Times, where none of the top editors and few of the staff belong to the Unification Church, most of the staff and all of the top editors at the Monitor are Christian Scientists.

The Monitor is printed in six locations—five in the United States and one in London. John H. Hoagland, manager of the Boston-based Christian Science Publishing Society, says another printing site—in the southwestern United States—may be added within the next year. He says the paper is making a big push to add circulation, which stood at 151,122 for the six months' ended last March 31—a gain of about 2,500 copies a day from the year-earlier figure. Ten percent (about 17,000 copies) of the Monitor's circulation is distributed abroad.

At The Deseret News, "independence" takes on a different quality. Unlike the Times and the Monitor, its audience is largely composed of members of the church that owns the paper: Mormons comprise about 70 percent of Utah's population and about 50 to 60 percent of Salt Lake City's metropolitan area.

"The Mormon population tends to read The Deseret News and the non-Mormons tend to read The (Salt Lake) Tribune," says News Editor William B. Smart, "but there is considerable crossover on each side."

Like the Monitor, the News is technically governed by a board made up of church members, but it is more closely tied to the church hierarchy. At the News, three of the eight current directors are Apostles (the 12-member governing body of the church) and another is a member of the Council of Seventy (the next highest group in the hierarchy).

Although the influence of the church is apparent in the "higher standard in terms of moral issues and things of that type," says Smart, "we seek to edit in such a way that church ownership is not apparent."

The News does carry a weekly tabloid specifically devoted to church issues and events. The LDS Church News, as it is called, now has a circulation of about 175,000 copies, primarily in the United States and Canada.

The News (afternoon circulation 63,509) and the Tribune (morning circulation 110,274) established a joint operating arrangement in 1952 through the Newspaper Agency Corp. (presstime, Aug. 1985, p. 16).

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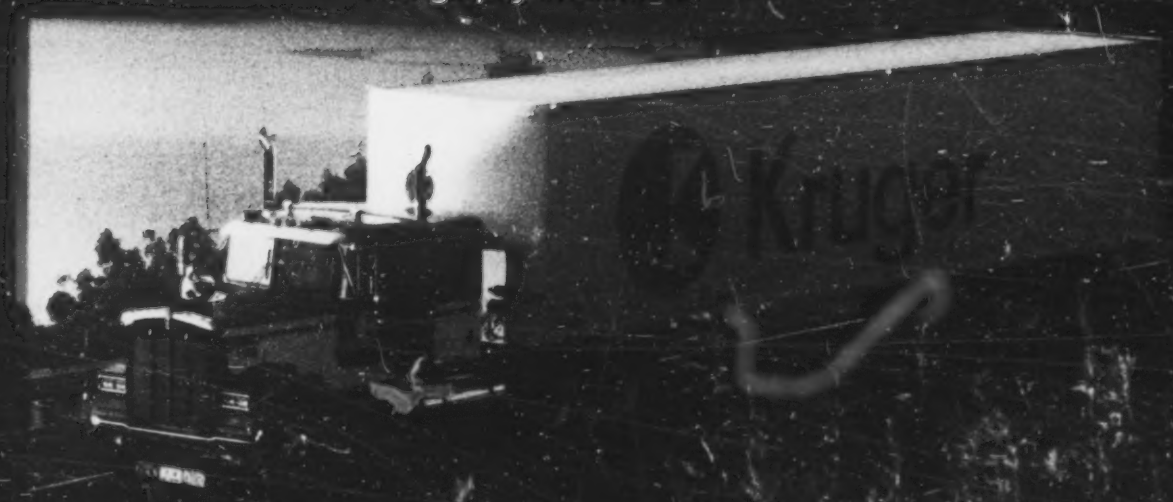

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Some chilling new libel concerns

BY TONDA F. RUSH

Before departing hot and sticky Washington, D.C., for the summer, the U.S. Supreme Court left members of the press some chilling news—the court's decision in *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*

Some commentators have called it the third most important libel case of the century. It would have claimed the blue instead of the white ribbon if the only measure were the resultant plunge in the press's mercury. Even *Gertz v. Robert Welch Inc.*, by consensus the second most important case, offered the comfort of insulating the press somewhat from punitive damages. *Dun & Bradstreet* seems to be suggesting *Gertz* made things a little too comfortable and the high court is thinking of taking it away, little by little.

What was this sleeper of a case, so complex that the court held it over for two terms and asked for additional briefing before deciding it?

It involved a reporting error by a 17-year-old high school student employed by Dun & Bradstreet who misinterpreted a bankruptcy petition filed by a former Greenmoss employee to have been a petition by Greenmoss itself. By the time Dun & Bradstreet caught the error, eight days had passed, and five recipients had read the erroneous credit report generated by the student's error. For the mistake, a Vermont jury awarded $50,000 in damages presumed to have occurred and $300,000 in damages to punish Dun & Bradstreet for its handling of the matter.

The question before the court was whether Greenmoss could recover this $300,000 without having shown that the report was published with actual knowledge of its falsity in reckless disregard for the truth.

A bit of background first:

In *the* most important libel case, *New York Times Co. v. Sullivan*, the Supreme Court had developed this idea of knowledge and recklessness, embodied in a legal concept known misguidingly as actual malice. Actual malice, as most reporters knew even before Paul Newman and Sally Field told them so, stands as a conceptual barrier between public figures and any recovery of damages in a libel suit. Since *Gertz* in 1974, it has also held back punitive damages from private persons.

In other words, since *Gertz*, a non-public plaintiff could recover some damages just by proving he or she was harmed by a defamatory statement made negligently, but to collect the windfall known as punitive damages, he or she must prove the statement was made with actual knowledge or reckless disregard—tantamount to an intentional lie rather than simply a careless mistake.

These barriers held back states from full exercise of their otherwise nearly unlimited power to protect individual reputations, and they did their job in the name of the First Amendment's intention to encourage free public discourse.

Dun & Bradstreet hands some of that power back to the states. It upheld the punitive damages because the credit report carrying the false statement was "solely in the individual interest of the speaker and its specific business audience"—or in legal shorthand, not in the public interest.

Tossing salt into the wound, Chief Justice Warren E. Burger added his concurrence with the court's decision and ended his opinion with a left-handed compliment to a great newspaper publisher:

> "Consideration of these issues inevitably recalls the aphorism of journalism attributed to the late Roy Howard that 'too much checking with facts has ruined many a good news story.' "

Justice Byron R. White, who chimed in with yet another concurring opinion (the court's opinion having been written by Justice Lewis F. Powell) frankly acknowledged that *Dun & Bradstreet's* homily was that the press should not feel quite so protected by *Gertz* and *New York Times*. He harked back to the days when libel laws were solely the business of states, untrammeled by the esoterica of the First Amendment. He raised questions about how viable *Gertz* really is after *Dun & Bradstreet*. The mercury in the newsroom does a nosedive after White's words. If his broad hints become legal reality, a simple mistake—not made recklessly, not even made carelessly—could be actionable.

Before bringing out the parkas, however, reporters and editors might do well to see what the temperature is outside the newsroom.

The court seems inclined in *Dun & Bradstreet*—as it may prove again in *Philadelphia Newspapers Inc. v. Hepps* (see story, p. 42) in this term—to believe that it is the province of the states to decide

Rush is ANPA counsel/government affairs.

Alan Tepper

The Supreme Court may have weakened some protections for the press.

how much protection individuals need from the sharp-tongued press or how much protection the press needs from the sharp-eyed plaintiff's lawyer.

A state that believes the individual reputation is paramount over free speech may soon find its First Amendment shackles loosened enabling it to enforce that belief in the courts. On the other hand, a state that believes the knocks and scrapes sometimes inflicted by a free press are a small price to pay may offer some insulation from the harsh effects of *Dun & Bradstreet*.

Dark scenarios. In any event, the press should be on the lookout for a number of possible developments in the next few years. For example, a libel plaintiff who finds errors:

- In places other than news columns and claims punitive damages because the display ad or personal classified ad is not in the public interest
- On a feature page and claims punitive damages because the story itself is not in the public interest—a fashion story, a music review or sports account, for instance—because it is "soft news"
- On the news pages and claims punitive damages because the story is not in the public interest—it is on a topic of little general public concern, for instance.

Sound unlikely? All these possibilities may arise from *Dun & Bradstreet*. And more.

A libel plaintiff might claim that, as a private figure, he or she should collect as a result of a wrong address in the police blotter column even though the mistake was the police department's, not the newspaper's. That's because Justice White suggested *Gertz* no longer requires plaintiffs to prove at least negligence by the press to recover.

Or a politician might claim damages, both actual and punitive, from a negligently made error in a news story because Justice Burger seems to be backing away from requirements of actual malice in public figure cases.

Sound a bit like a Star Chamber? All of the above were possible before 1964 and are held at bay now by the gossamer threads of *New York Times* and *Gertz*. The diminished faith expressed by the concurrences of *Dun & Bradstreet* will certainly be tested by plaintiffs somewhere. The results could, indeed, be chilling.

What to do?

Obviously, the First Amendment doesn't get gobbled up overnight, and one justice's swallow does not a gulp make. Many cases and many opinions in many courts will happen before the direst of developments could occur.

For insurance, however, press representatives who are concerned about libel (a tautology now) should look long and hard at their own state laws, their courts and their state legislatures. The Supreme Court hasn't said—and isn't likely to with its present composition—that states *can't* value free expression over other values, it has said simply that they might not be required to in many cases.

State constitutions, lawmakers and sensible judges may decide to preserve the traditions of *New York Times* and *Gertz* before anyone tries to take them away. But the press needs to know that, in the wake of *Dun & Bradstreet*, those state entities now have an invitation to begin implementing the big chill. □

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Pros and cons of retraction statutes

BY MARGARET GENOVESE
presstime staff writer

As the press seeks ways to solve the problem of huge libel damage judgments, so-called "retraction statutes" are getting a new look.

These state laws limit the damages that a libel plaintiff may recover if the defendant has published a retraction.

Although many media lawyers acknowledge these laws benefit the news media in some cases, they also stress that the laws are by no means the entire answer to the damages problem.

Retraction laws "can be good or bad, depending on the situation," says lawyer Robert D. Sack, author of *Libel, Slander, and Related Problems*.

For example, says Sack, under laws such as California's, if a newspaper "blows it and makes a terrible mistake," but then retracts appropriately, it can avoid liability for all but the plaintiff's out-of-pocket losses as a result of the defamation. Yet if a newspaper publishes something it firmly believes is true and *declines* to retract, it is liable for punitive as well as general compensatory damages.

In all, 31 states have retraction statutes, according to a 1984 survey conducted by the Libel Defense Resource Center, a New York City libel information clearinghouse supported by more than 50 media organizations.

These laws vary in the scope of damage protection afforded the press. Those considered the strongest, like California's, provide that if a valid retraction is published, and other requirements met, the plaintiff may recover only "special" damages to compensate the plaintiff for actual money lost because of the defamation.

Others limit plaintiffs to recovering "actual" damages—which can include compensation for such things as harm to reputation and mental anguish. Some specifically exclude "punitive" damages, those designed to teach the media a lesson, but leave other kinds of damages available to the plaintiff. And several states' retraction laws merely restate common law—that a retraction can be used as evidence to mitigate damages.

In at least one state where there is no retraction law, the press is looking into the possibility of seeking one. The Freedom of Information Committee of the New Mexico Press Association has asked Kent E. Walz, assistant editor of the Albuquerque (N.M.) Journal and a lawyer, to research the subject.

On the other hand, the Akron Beacon Journal last November successfully challenged Ohio's two retraction statutes. However, those laws were not typical because they *required* a newspaper to publish any retraction demanded by an individual within 48 hours of receiving the demand or face a fine of up to $500.

The Summit County Court of Common Pleas said the Ohio statutes provided a remedy that was too similar to "right of reply." In 1974, the U.S. Supreme Court unanimously struck down right of reply as unconstitutional in *Miami Herald Publishing Co. v. Tornillo*.

The Beacon Journal challenged the law after receiving a demand for a retraction from William C. Lansdowne. Lansdowne said he was the gambler referred to only as "Bill" in a 1983 article about questionable betting practices at a local racetrack.

"We felt the statute itself was patently unconstitutional," says Managing Editor Timothy D. Smith. "And when we received a retraction demand based on the statute, our first reaction was to fight."

Smith, who also is a lawyer, says his newspaper is "quite free in terms of running corrections or retractions when we make a mistake. But we feel it's because that's our obligation, not because there is any legal duty imposed on us."

Interestingly, Lansdowne subsequently sued the Akron daily for libel, won the case and was awarded $7,500 in compensatory damages. The newspaper has appealed.

The Beacon Journal runs corrections or retractions "because that's our obligation, not because there is any legal duty."

Timothy D. Smith

Request response. As the Lansdowne case indicates, the response given to a retraction request can be key to whether a lawsuit ensues.

In recent studies conducted for the Iowa Research Project, which is aimed at developing non-litigation methods for dealing with libel complaints involving the media, three Iowa University professors interviewed 114 plaintiffs who sued the media for libel between 1974 and 1984.

"Almost all plaintiffs ask the media to run a retraction, correction or apology," reported the researchers, professors Randall P. Bazanson, Gilbert Cranberg and John Soloski. The media turned down most of the plaintiffs, they noted, "and it is then that the plaintiffs contact an attorney."

In a lecture last May at the Silha Center for the Study of Media Ethics and Law at the University of Minnesota, they bluntly concluded: "Instead of the contact with the media diverting the complainants from court, the contact propels them to court. Overwhelmingly, the plaintiffs told us that their post-publication experiences with the press influenced them to bring suit."

In states where there are retraction laws, newspapers may pay more attention to retraction requests because of what they stand to gain if they publish one.

"Whenever we get one of these [retraction requests], we treat them deadly serious," says Mark A. Hinuebar, legal counsel to Scripps League Newspapers, which has seven dailies in California.

In response to each request, Scripps League re-researches the story in question and then decides whether to run a retraction. Hinuebar says the requests average two or three a month.

"Having the retraction statute process there fosters the resolution of a dispute," says Harold W. Fuson, general counsel of The Copley Press in La Jolla, Calif. "It

forces the person who has been offended to put his concern in writing to the publisher, and it forces the publisher to respond to those concerns."

Timing is another consideration under retraction laws.

Generally most statutes impose some kind of time limit on prospective plaintiffs to request retractions so that, if the newspaper refuses, they are not limited in the damages they can recover.

Most stringent of all are those states that require a retraction demand as a precondition to filing a libel suit. Failure to comply with this precondition can result in a case's dismissal. In July, for example, a federal district judge said he would dismiss a libel action brought by Yusuf Islam, the singer once known as Cat Stevens, against Globe International Inc., publisher of the tabloid the Globe, and one of its staff writers, unless Islam filed a new complaint showing that he had complied with the retraction statute.

The case was originally brought in Illinois, which does not have a retraction statute, and transferred to Florida, which does. The Florida law requires that at least five days before filing suit, a plaintiff must provide the defendant written notice specifying the article and the statements alleged to be defamatory.

However, the Montana Supreme Court in 1978 ruled a similar law violated that state's constitutional right of access to the courts. The law subsequently was rewritten to require notice only as a precondition of recovering punitive damages.

Many outmoded. Some retraction statutes have been on the books for many years and are "outmoded," says lawyer Bruce W. Sanford, author of a new book *Libel and Privacy, Prevention and Defense of Litigation*. "Many of them don't really relate to a body of libel law that has been constitutionalized" by the U.S. Supreme Court, he says.

For instance, Memphis media lawyer S. Russell Headrick has concluded that Tennessee's 30-year-old retraction law does not afford a news media defendant any more protection than that provided by the Supreme Court in its 1974 decision in *Gertz v. Robert Welch Inc.* In that case, the court said that in order to recover punitive damages, a libel plaintiff must prove the defendant published the statement at issue with "actual malice"—with knowledge that it was false or with reckless disregard for whether it was true.

The Tennessee law, Headrick explains, requires that in order to avoid liability for punitive damages, the defendant must not only publish a retraction but it also must show the original statement was published in "good faith" and with "reasonable grounds" for believing it was true. If a defendant proves that, Hendrick says, he or she has, in effect demonstrated the "functional equivalent of disproving constitutional or actual malice."

Attorney Fuson (right) reviews copy with Karin Winner and Peter Rowe of San Diego Union.

One media attorney who finds little value in retraction statutes is Lawrence Gunnels, vice president/legal of the Tribune Co. of Chicago. On balance, he says, the laws are "more trouble than they are worth." "They really don't give you as much protection as the supporters of them would lead you to believe or think that they do."

He also points out that many of the retraction laws have time limits that require the news organization to make a quick decision whether to retract or stand by their stories. The deadline pressure may be such that if it is in doubt about the accuracy of its story, the news organization will retract.

Finally, Gunnels says, after the retraction is published, it may not be adequate in the eyes of the court. For instance, he recalls an instance in which a retraction published in a daily edition of one of the company's newspapers was held not to be adequate because the original article appeared in the Sunday edition.

But other statutes are more specific. The Minnesota law, for example, says the retraction must be printed on the same page and in the same type as the offending story with a headline of at least 18-point type that says "RETRACTION."

Other media lawyers point out that publishing a retraction takes away the plaintiff's ability to use truth as a defense in a libel suit. For example, says Sanford, if a newspaper publishes a retraction saying that it did not mean to imply that a particular person was an embezzler, it loses the ability to say in court that the story did not imply that the individual was an embezzler.

Another variable in retraction laws is coverage. Some are written generally to cover "any medium," others are specific. All cover newspapers.

The applicability of the law was a central issue in perhaps the best known libel case involving a retraction statute, *Carol Burnett v. National Enquirer Co.* The question was whether the National Enquirer is a newspaper and thus eligible for the protection of California's retraction statute.

The Enquirer argued that it had complied with the statute. However, the trial judge determined that it was not a newspaper. And having found that the Enquirer had libeled Burnett, the court awarded her $300,000 in compensatory damages and $1.3 million in punitive damages.

The case was ultimately settled out of court for an undisclosed amount [presstime, Feb. 1985, p. 31].

Despite their limitations, retraction laws are something that states lacking them should consider as they look for ways to make statutory improvements in libel laws, says Fuson of The Copley Press.

"If you are in a state where you are having a particular problem with libel and all you can tell the legislature is that this will benefit the press, you are not going to get the most favorable response in the world," he says. "If you go to the legislature with a meaningful solution of the problem of redressing reputational damage, I think you have a much greater shot."

A retraction statute provides that kind of solution, he says. "It doesn't seem to be an effort simply to protect the publishers," but rather is "a balancing of the rights of reputation and freedom of the press." □

Starting in Sports

For many newspaper executives, the sports beat proved to be a winning training ground. Some question whether that trend is continuing.

BY MAL MALLETTE

Ralph McGill, sports editor of The Nashville Banner, moved to The Atlanta Constitution as assistant sports editor. For $10 a week, James Reston began his newspaper career as sports editor of the Springfield (Ohio) Daily News and later wrote sports for the Associated Press. Paul Gallico worked 13 years as a sportswriter and editor for the New York Daily News. The young Westbrook Pegler covered sports for the Chicago Tribune and United Press. Damon Runyon first gained attention as a sportswriter, as did Ring Lardner. And Heywood Broun held a baseball beat before his days as literary critic and columnist.

Do those careers, and others like them, tell us that sports has long provided a broad path to major journalistic accomplishment outside the fun-and-games department? Does sports writing and sports editing generate a unique variety of skills that can be readily applied elsewhere?

Looking back to the 1920s, the pre-television days of Ruth, Dempsey, Thorpe and Grange—the days that Westbrook Pegler called the Era of Wonderful Nonsense—it would seem that way.

McGill became sports editor, then editor of the Constitution and emerged as a towering force against bigotry. For years, Reston of The New York Times was arguably America's most influential political columnist. Gallico wrote 27 books, including *The Snow Goose* and the classic *A Farewell to Sports*. Pegler was a vitriolic and widely syndicated columnist. Who can list all of Runyon's fiction about Broadway's guys 'n dolls or Lardner's yarns about Alibi Ike and others? And Broun, for his assaults on social ills, was widely regarded as a giant among giants.

Of course the celebrity-crazed 1920s provide at best a rickety base for anything. So let's flip the calendar pages and recall that sports columnist John Kieran of The New York Times bubbled with erudition on the "Information Please" radio panel, 1938-50; Red Smith, almost everybody's all-time sports columnist, was dispatched to national political conventions in 1956 and 1968; and Allen H. Neuharth, once publisher, editor and general handyman of SoDak Sports, a struggling weekly sports sheet in South Dakota, now heads Gannett Co.

True, except for Neuharth, the journalists mentioned were known mainly for their writing, not editing and managing. And also true, the most traveled route to top-tier editorial positions has always flowed through the city desk. Still, a case can be made that sports departments have turned out a disproportionately large number of newspaper editors, even general executives. McGill, as one example, became publisher of the Constitution.

Differing views. But the questions to be explored are: Is sports fading as a spawning ground? What are the advantages and disadvantages of beginning a career in sports? Posed to several newspaper news executives who sprouted from sports, these questions bring interesting and often conflicting answers.

Norman E. Isaacs, retired executive editor of The Courier-Journal and The Louisville Times and former associate dean at the Columbia Graduate School of Journalism, thinks the upward flow from sports has diminished.

Isaacs, sports editor of The Indianapolis Star in the 1920s and later president of

Associated Press

AP reporter Joe Reichler conducts interview in 1950 with Boston Red Sox star Ted Williams.

Mallette, director of development at the American Press Institute in Reston, Va., was sports director and later managing editor of the Winston-Salem (N.C.) Journal and Sentinel. A professional baseball player for seven years in the New York Yankee and Brooklyn Dodger organizations, he pitched briefly—"very briefly"—in the major leagues.

both the Associated Press Managing Editors Association and the American Society of Newspaper Editors, says, "If you're interested in sports these days, you're regarded as simply a jock. My impression from teaching at Columbia and Stanford is that students aren't thinking in terms of sports. I can't recall any recruiter at Columbia asking about sports. And I can't think of anyone at a mid-size or larger paper who has moved up from sports in recent years."

But, Isaacs adds, "It's still a wonderful training ground. You see all the newspaper elements together. It's not like being a news-side reporter or sub-editor. They're like a bunch of accountants shut off in pigeon holes."

Gregory E. Favre, executive editor of The Sacramento Bee, concurs that the up-from-sports movement is slowing. Favre was a sportswriter on the Jackson (Miss.) Journal, assistant sports editor of the Jacksonville (Fla.) Journal and executive sports editor of The Atlanta Journal before going on to upper-level editorial positions with the Dayton (Ohio) Daily News, Palm Beach (Fla.) Post, Corpus Christi (Texas) Caller-Times, Chicago Daily News and Chicago Sun-Times.

Norman E. Isaacs

Gregory E. Favre

Marvin L. West

Robert L. Brooks

Vernon W. McCrory

David Lipman

James G. Minter Jr.

Michael Pride

"In my day in sports," says Favre, who began writing sports in 1956, "we did everything. There were no specialists. You learned every aspect of newspapering and how to manage at the same time. The trend has slowed because sports has more specialists now, which is as it should be. Sports pages have become the jewels of the newspaper, and in certain locations, at least, pay levels have soared. There's more incentive to stay in sports."

Marvin L. West says he doubts there ever was much of a pattern of sports graduates going to other newspaper jobs. West, sports editor of the Scripps Howard News Service in Washington, spent a quarter century in sports at the Knoxville (Tenn.) News-Sentinel, part as sports editor, before becoming managing editor. "There were some spectacular cases of sports people making it big," he says, "but they were exceptions rather than the rule. Most don't want to leave sports. It's a happy place to work, with its own rewards and problems. In the South at least, it's easier to get a job city-side than in sports. When I joined the News-Sentinel, it was the first sports opening in 15 years."

Another who agrees that outward movement has slowed is Robert L. Brooks, managing editor of The News and Observer of Raleigh, who began as a sportswriter for another North Carolina paper, the Shelby Daily Star, and was later assistant sports editor at Raleigh. "Sportswriters don't seem as eager to escape today," says Brooks. "They're dedicated to sports. I enjoyed sports, but it's a job for young men. Hopping planes, deadlines—it's a rat race."

Vernon W. (Bodie) McCrory was a minor league baseball centerfielder until he injured his shoulder. McCrory began newspapering in 1951 as a part-time sportswriter for the Pensacola (Fla.) News-Journal and was sports editor eight years. Today, he is president, editor and publisher of the Monroe (La.) News-Star-World. "Maybe not as many sportswriters and editors are moving into broader news or general management now," says McCrory. "News-side people seem less interested in sports and vice versa."

The first newspaper job for many journalists was sports stringer in high school or college. They gravitated into sports full-time, perhaps moving on later. McCrory says he sees today's young people as better trained, less influenced by the happenstance of the first job. They make their choice of direction early, and many bypass sports.

The beat goes on. But different eyes see different trends on the movement out of sports. For example, David Lipman, managing editor of the St. Louis Post-Dispatch, ticks off the names of three Post-Dispatch news-side department heads who formerly worked in sports. And his sports columnist, Kevin Horrigan, moved the other way—from the news side—as did the sports copy chief. Lipman himself was sports editor for the Jefferson City (Mo.) Post-Tribune and Springfield (Mo.) Daily News and assistant sports editor of the Post-Dispatch. "I have no reluctance," he says, "to bring sports staffers to the news side."

"The trend from sports to general news is certainly the case in Atlanta," says James G. Minter Jr., editor of the Journal and Constitution. Minter, a former executive sports editor of the Journal, followed McGill and several other people who started in sports and moved to top positions at the Atlanta papers.

Michael Pride, editor of the Concord (N.H.) Monitor, says, "Perhaps because of my own experience, I tend to look to sports to fill news-side positions." Pride was once sports editor for the Clearwater (Fla.) Sun and before that covered sports for the Tampa Tribune and Times.

"A good sportswriter is a good newspaperman," says Leslie Timms, managing editor of the Spartanburg (S.C.) Herald-Journal, citing the outstanding reportage of two sportswriters when a tornado hit Spartanburg in August.

"I've never understood why news side makes such a big thing of election nights," he adds. "Covering high school sports—our bread and butter—is an election night of its own, and sports handles it routinely."

Richard W. Otte, managing editor of The Columbus (Ohio) Dispatch, who worked 18 years there as sportswriter and sports editor, says, "Sports today commands more respect than when I started. Historically, the tendency has been to see sports as fun and games. But perceptions change. Today, sports deals with drugs and unions—hard news. At times you could almost transpose the sports and

Leslie Timms

Richard W. Otte

John F. Vormittag

Steve M. Wilson

business beats."

Otte adds, "More sportswriters today seem to be looking for opportunities news side; more are becoming disenchanted with sports."

At The London Free Press in Ontario, the newsroom is sprinkled with mid-level editors who once wrote sports, says Managing Editor John F. Vormittag, himself a former sports editor there. William I. Morley, the Free Press editor-in-chief, began his career writing sports for The Timmons (Ontario) Daily Press.

How firm a foundation. Although former sportswriters and sports editors who have moved up may disagree on the numbers coming out of sports, they agree almost totally on sports as a training ground.

Steve M. Wilson, managing editor of the St. Paul Pioneer Press and Dispatch, was reluctant when asked to become sports editor of the Lexington (Ky.) Leader, though he had earlier written sports for the Appleton (Wis.) Post-Crescent. Wilson, then age 25, had played sports but turned his mind to more serious issues.

"I finally took the job," says Wilson, "and believe me, I've never regretted it. I learned so much in two years. Sports has all the demands and challenges of the overall newspaper in one department. There's no place with a greater need for bright writing or a more critical, loyal or avid readership."

Wilson notes, too, the range of personalities on a sports staff. "If you can manage a sports staff, you can manage damn near everything."

"In sports," says Michael E. Waller, editor of the Kansas City (Mo.) Star and Times and once a sports clerk for the Decatur (Ill.) Herald and executive sports editor of the Louisville newspapers, "you operate under fire in the worst deadline situations. The newsroom is not as traumatic."

The pressure of sports was mentioned repeatedly. "The game is over at 10:30, and the deadline is 10:35," says Gerald Garcia, publisher and editor of the Tucson Citizen. "That's stress, and stress can make you better." Garcia started on the high school sports beat for the Corpus Christi Caller-Times and was later a sportswriter and sports editor for the Fort Worth Star-Telegram.

There was agreement, too, on the breadth of training in sports. Says Gannett's Neuharth, once of SoDak Sports and earlier a sports intern at the Mitchell (S.D.) Republic and The Rapid City (S.D.) Journal: "The sports department has been and still is a great entry point for journalists because it puts you in the ring with a great cross-section of winners and losers, bums and heroes, kids and adults, men and women. You see them at their best and their worst. It's a great window on people, much more diversified than many other areas of reporting. You have to do it all in sports."

Michael E. Waller

Gerald Garcia

Allen H. Neuharth

Irwin Smallwood

McCrory of Monroe, La., calls sports "a microcosm of newspapering, the greatest training ground ever devised on a newspaper. A sportswriter is told 'Here, write a head on this,' or 'Hey, they need help in the backshop.' "

Pride of Concord remembers writing a game lead in Tampa, editing it, working up the box score, writing the head and laying out the page.

Irwin Smallwood, executive sports editor of the Greensboro (N.C.) News & Record, who moved back to sports after almost two decades as city editor, managing editor and deputy executive editor, says, "A sports department will turn out more live copy in a month than other departments in a year."

"In sports," notes Brooks of Raleigh, "you certainly do a lot of writing. It's a fine place to learn to write." James Reston has recalled that sports writing developed his "penchant for accuracy," because an error would bring sports fans down on his head.

Former sports editors can sound like old warriors reminiscing. But while extolling the lessons learned in sports, they also mention the adjustment of moving to the news side.

Smallwood says that being city editor and managing editor gave him a broader appreciation of readership as a whole.

When Otte of Columbus left sports, he found himself grateful for his previous experience on the news side.

Similarly, the Post Dispatch's Lipman went through "an indoctrination period to get up to speed on details of local, national and international events" when he became news editor.

Says St. Paul's Wilson: "When I moved back out of sports, there were still a lot of city-side reporting basics that I didn't have. There were gaps that I wished I had filled. You can direct coverage better when you've done it yourself. That's the main problem of coming from sports side. You have to prove yourself to the city editor and staff, who may see your background as peculiar."

However, Knoxville's West says, "I haven't seen much difference in reporting, whether police or sports beat. It's a matter of cultivating sources."

And Atlanta's Minter says, "It would be nice to have reporting experience in the courts and city hall, but if I had to choose one source of training, it would be sports."

Whatever the volume of current upward flow from sports, that department seems certain to remain a major training ground because it requires a range of newspapering skills on all but the largest newspapers. And perhaps the upward flow will increase, for Favre of Sacramento says there is more talent in sports than ever before—"talent that can write with flair."

Publisher McCrory could move in the opposite direction, however. "When I grow up," he says, no more than half in jest, "I'm going to get a job on a mid-size paper in a college town with good teams and write sports and really enjoy myself." □

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Newsprint is getting brighter

BY PAUL KRUGLINSKI
presstime staff writer

In the pursuit of higher quality, newspapers are tending to use brighter newsprint. This is especially true when process color is run.

USA Today, which uses brighter stocks, "is sparking a lot of interest in brightness," says Doris E. Kleintop, technical supervisor of ANPA's materials testing program.

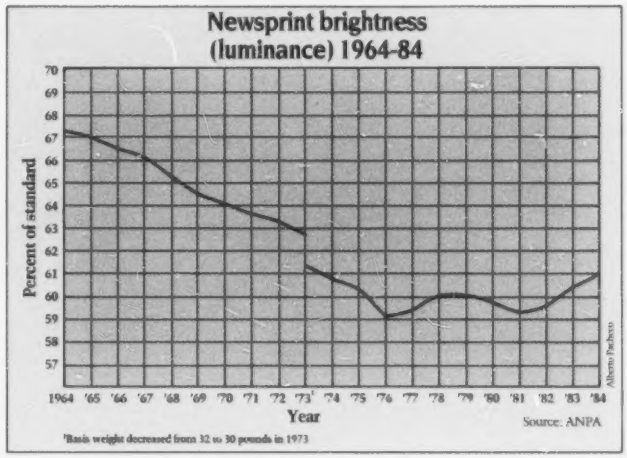
Gannett Co., publisher of USA Today and 85 other daily newspapers, has stiffened its brightness specifications for newsprint used throughout the group. Although Gannett's specifications are not yet considered a "de facto standard" for the newspaper business, its decision is effectively putting pressure on mills to meet higher newspaper specifications for their newsprint stocks, according to suppliers.

"We are certainly trying to service (Gannett) and meet those standards," says Wallace C. Finley, executive vice president of Donohue Inc., one of the four major newsprint suppliers for USA Today. "USA Today is having an impact on the whole newsprint industry—not only with brightness but with other factors as well."

A lot of newspapers are trying to compete with magazines and other high-quality advertising media, Finley observes, and this requires better grades of newsprint. Also, he says, the general direction of newspapers is toward higher quality. "It's inevitable that you will have higher reproduction standards."

The recent shift to brighter stocks reverses a 20-year decline in newsprint brightness. According to statistics compiled by ANPA's newsprint testing program, the luminance of 32-pound basis weight newsprint dropped from 67.2 percent of a reflective standard in 1964 to 62.4 percent in 1973. After 1973, when newsprint's basis weight decreased to 30 pounds (which resulted in decreased brightness), the decline continued until it bottomed out at 59.3 percent brightness in 1981.

Since then, the average brightness of the newsprint samples tested by the Association has edged up annually, reaching 61.1 percent last year. (See graph.)



For the first quarter of 1985, average brightness increased to 61.4 percent, according to the ANPA data.

There are several reasons for the previous decline in brightness, according to newsprint suppliers, including:

- Recycled newsprint. Over the years, more newspapers have begun using newsprint that is made wholly or in part with old newspapers. Residual inks mar recycled newsprint's luminance.
- High energy costs. Mills have sometimes turned to newsprint manufacturing processes that, while reducing energy intensity, have decreased brightness.
- Pollution controls. Government regulations have forced mills to institute environmental controls that have negative effects on brightness.
- Blue dyes. Until a few years ago, mills were using blues dyes to alter the color of newsprint and increase its opacity—the ability to prevent the passage of light through a substance. This came at the expense of brightness.

Kleintop cautions that the decline in brightness statistics is based on averages.

"Mainly, there is one brightness level per mill," she says. "If you look at samples from 10 different mills, you'll find 10 different brightnesses."

Newspaper executives point out that in times of tight newsprint supplies, mills have been able to sell lower quality stocks to newspapers.

But "today, it's a buyer's market," observes George Cashau, ANPA director/technical research. "A lot of newspapers are specifying to the mills what they want" regarding brightness, color, opacity and other characteristics.

More impelling has been the trend toward increased color reproduction among newspapers. As ANPA's Cashau says, process color printing looks "more attractive" on brighter newsprint stocks.

The Gannett decision to tighten its specifications was based on the requirements of process color printing and advertisers' demands, according to William Metzfield, president of Gannett Supply Corp.

"Some of the suppliers are unable to meet these specifications" because of older manufacturing processes. But most of the newer mills meet the specifications as a matter of course, he says.

Gannett's specifications are based on ANPA-suggested standards developed about 20 years ago, Metzfield points out. The firm is determined to maintain its standards even when the newsprint market tightens.

"Whatever price we pay, these are our standards," Metzfield says. "We'll never go back to poorer quality paper."

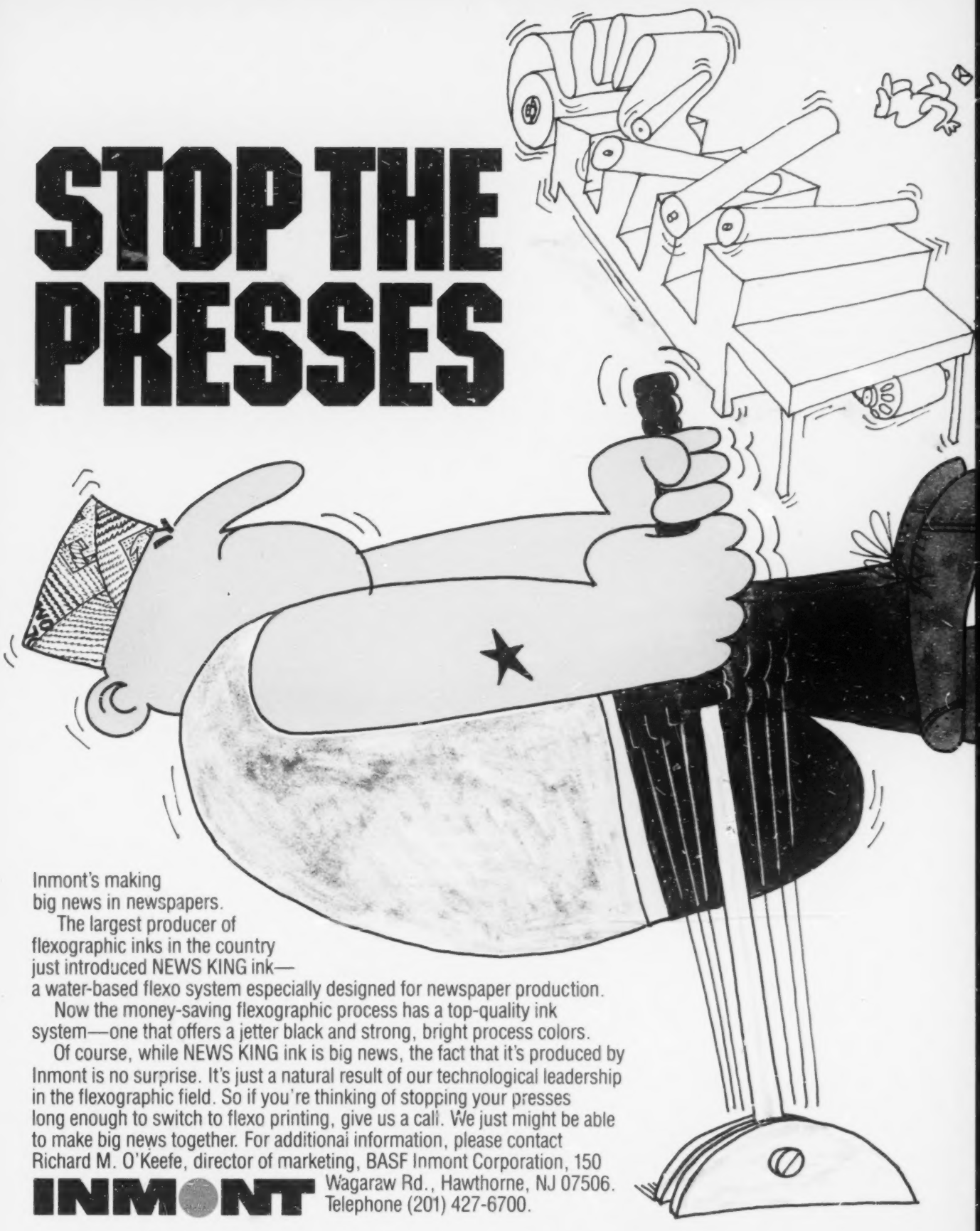
Any newspaper that pursues process color reproduction regularly will have to establish standards for newsprint. "Once newspapers start printing color, they have to start looking at specifications," he says.

Both Metzfield and Archibald M. Bruce, director of marketing services for Abitibi-Price Inc., see brightness averages continuing to climb until a plateau is reached.

There are process and economic limitations on how bright newsprint can be made, says Bruce.

Metzfield notes that some of today's newsprint stocks, particularly from Scandinavia, are actually too bright even for USA Today. "You don't need any more brightness" above that Gannett specifies, he says. Otherwise, "the colors would look stark." □

STOP THE PRESSES



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Issues and technologies ebb and flow through the newspaper business. During the 1960s, photocomposition and offset presses held center stage. Front-end systems were the vogue in the 1970s. And in the first half of this decade, pagination, mailroom systems and flexography dominated "shop talk."

Today, inks—and the issues swirling about them—are paramount in the minds of many newspaper executives.

The new awareness about inks is associated with newspapers' increasing emphasis on printing quality and with concerns about safety.

"Ink is the one part of the printing process that hasn't been given the attention it's due," says Golden L. Faris, production director for Indianapolis Newspapers Inc.

The attention to quality inks falls into three general areas:

- For black news inks, higher quality means—in the main—less rub-off. "From a quality standpoint," Faris says, "the rub-off of the news inks is unacceptable." Proponents of flexographic printing often promote the rub-resistance of water-based inks as a solution to the problem.
- For color inks, higher quality means using standardized pigments and increasing ink strengths to enable newspapers to compete more effectively with other media for national advertising. (See story, p. 28.)

Issues of ink quality and safety come to the fore

BY PAUL KRUGLINSKI
presstime technical writer

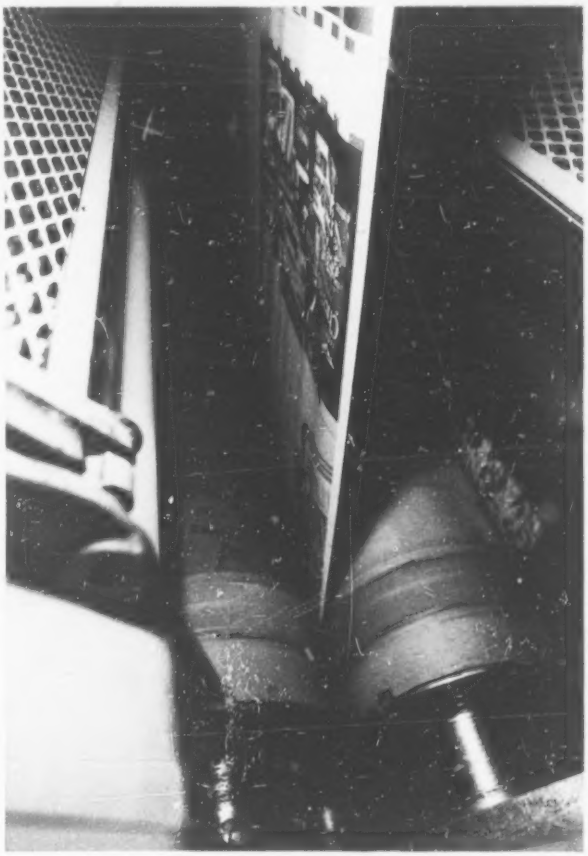
• For all inks, higher quality means safety—for the people working with them and for the people reading the newspapers printed with them. Last year, there was an episode involving a batch of yellow ink contaminated with toxic PCBs (polychlorinated biphenyls) beyond the allowable level. This year, ink manufacturers and newspapers are scurrying to comply with looming federal regulations on the labeling of some inks among many other products the government deems potentially hazardous. And such matters as ink "misting" in the pressroom and the disposal of waste inks are ongoing concerns.

The pressures these changes are exerting portend that "the ink newspapers are using today may not be around anymore," observes George Cashau, ANPA director/technical research. Inks are in a "tremendous transition period."

The developments both within and outside of the newspaper business have led to more experimentation with new inks, such as ANPA-INK*, and with ink-like substances.

For their part, ink manufacturers have increased their activities in the development of new products. And newsprint producers have begun researching how changes in inks and ink formulations will affect newsprint's role in the printing equation.

The basics of ink. The issues surrounding inks are not simple. They involve the essence of the ink manufacturing process, the nature of the commodities business, the relationship between ink makers and their newspaper customers, and government regulations. The glue that binds these issues is economics: the cost of raw materials, the prices newspapers are willing to pay and the expense of government regulations.



Color ink uses a more refined oil than black ink.

Inks consist of pigments, which produce the colors, and vehicles, which are liquids that carry the pigments.

Printing inks are a Chinese development dating from 500 A.D. Since Gutenberg's invention of moveable type in 1454, inks have become increasingly more complex. To the original lampblack and linseed oil inks chemists began introducing drying agents, varnishes and other additives to improve printing quality.

The development of color inks in the 19th century complicated the ink picture, but the rise of the chemical industry in this century facilitated the development of inks newspapers and other industries use today.

The requirements for conventional letterpress black inks are a pigment content of 10- to 14-percent carbon black and a vehicle content of 86- to 90-percent mineral oil, which is similar to automotive lubricating oil. Black offset inks contain 15 to 18 percent carbon black, with mineral oil and resin additives accounting for the rest of the bulk.

Black news inks have not changed significantly in recent years, even though the predominant printing process has changed—from stereotype to plastic-plate letterpress to offset. "Black ink is about the same now as it was 40 years ago when I started in this business," observes Faris of Indianapolis. "It seems like it's been that way forever."

Ink making revolves around the commodities market, at least for newspapers, observes Paul F. Volpe, technical coordinator for the National Association of Printing Ink Manufacturers, because the cheapest effective pigments and mineral oils have been used to make letterpress and offset inks.

By the pound and delivered in tank trucks or by rail cars, letterpress black ink costs 30.75 cents and offset black 46 cents, according to the J.M. Huber Corp., one of the four major suppliers of newspaper inks. There is a premium for purchasing ink by the drum or can.

Color inks present a different set of problems for ink makers. While a cheap, unclear mineral oil will suffice as a vehicle for black inks, color inks require a clear, more refined oil—or a different vehicle entirely—to maintain purity of color, experts say.

Color inks generally use additives to produce certain effects. The pigments must be transparent so the inks trap properly to create the desired hues, and they must "wet out," or disburse adequately in the vehicle, to maintain the ink's viscosity and strength and to keep the pigments in suspension. The tack, or stickiness, of the inks may have to be different for the printing sequence of the primary colors. An array of different pigments with varying chemical compositions are used in color inks.

In short, color inks are more complex than black inks and consequently cost more. Generally, color offset inks are more expensive than those for color letterpress, and projected prices for water-based inks are higher than for oil-based. "Usually, the prices of inks are dependent on the price of the pigments and the strength of the inks," says Norman Harbin, technical manager for newspaper inks of Flint Ink Corp., another major ink supplier to newspapers.

The cost of oil-based, primary-color inks varies with the printing process and the color. For instance, according to The Washington Post, letterpress cyan (blue) and yellow inks cost 93-96 cents per pound and letterpress magenta (red) $1.025-$1.075 per pound, while the per-pound cost of offset inks is $2.07 for cyan, $1.62 for yellow and $1.75 for magenta.

Generally, the more elements, or additives, an ink contains, the higher its price will be. As Volpe of the ink trade association points out, about 50 percent of any ink's price represents the materials used.

Ink currently accounts for less than 1 percent of some newspapers' operating budgets to as much as 2 percent at papers printing a lot of color, according to several newspaper executives. This percentage is likely to increase, they say, as circumstances dictate the use of higher-priced inks.

Health and safety concerns. The components of inks have become a source of concern to newspapers and ink manufacturers as federal, state and local government agencies have gradually instituted stricter controls of items the government identifies as potentially hazardous substances.

Last year, the U.S. Environmental Protection Agency fined the Magruder Color Co., a New Jersey maker of ink pigments, $457,500 for violating the Toxic Substances Control Act. The firm had manufactured and distributed yellow pigment containing PCBs. And the California Department of Industrial Relations cited the San Jose Mercury News in connection with its use of the PCB-tainted yellow ink. (See story, p. 46.)

Newspapers became aware of environmentally questionable substances in inks in the early 1970s, when lead poisoning of children from household paints captured attention. Like paints, some inks at one time contained heavy metals. After 1976, the ink makers, at the request of ANPA, eliminated the lead and chromium compounds used to make some yellow and red inks.

Since then, ANPA has tested inks for environmental acceptability in addition to strength and color. The Association also developed a list of approved pigments that ink makers may use in AdPro® and AD-LITHO® inks, which are inks certified to

New color ink book to reflect industry changes

ANPA's role in devising standards for color inks dates from 1963, when the newspaper industry's drive to garner more national advertising led to publication of an ROP color ink book. Certified AdPro® standards for letterpress printing were established five years later, and in 1977 the AD-LITHO® color book for offset printing was printed.

The two books currently are being updated and consolidated to reflect changes in newspaper production and in the advertising business. The new book is expected to be available next year.

"The industry and people's tastes have changed," says Charles R. Blevins, vice president/production for Gannett Co. and chairman of the ANPA Color Standardization Task Force. "The book is going to reflect those changes."

"Since the colors for both offset and letterpress printing represent comparable matches," adds Peter P. Romano, ANPA director/technical services, "there is no need for two books. The new color ink book will, however, include separate ink formulations for both letterpress and offset inks required to obtain the colors that appear in the book."

The tolerances for certifying inks and testing production batches are being changed, he says, effectively strengthening the color inks newspapers will be using.

Under the existing standards, established in 1981, ink suppliers were allowed to deviate 3 percent from the reference standard for certifying new inks. With the proposed changes, the new reference standard has been strengthened by 3 percent, and the ink supplier can be as much as 3-percent below that level or any strength above it.

For the purposes of testing production batches from newspapers, the new standards call for 5-percent greater strength in the inks, and suppliers can be 5-percent below that or any strength above it.

The net effect of the changes to both the certification and batch standards has been to increase the inks' strengths, Romano says. Even with a 3-percent negative variation in strength, the inks will be at the minimum certification level of inks used by newspapers today.

ANPA surveyed the ink suppliers and many newspapers regarding proposed changes to the new book. From the information gathered in that process, the new book will:

- Retain the three process colors and five base colors—deep purple, cerise (purplish red), bright red, medium red and white
- Retain 32 but eliminate 22 of the existing 54 intermix colors
- Add 10 to 12 new colors.

The colors were added based on manufacturer sales of inks not listed in the previous books and on requests from the American Association of Advertising Agencies. The book will provide formulations for the new colors from the base colors for those newspapers that do not want to purchase the opaque spot colors.

"For the first time," Romano says, "we will have a spot-color-only section based on usage and advertising agency requests. We've tried to accommodate requests from all quarters."

Currently, the Association is testing 1-ounce samples for the certification process. The ink suppliers will then supply larger batches, based on acceptance of the initial samples. After the batch samples are accepted, they will be used for formulating spot colors used in the book, for testing future samples and for printing copies of the book.

Gannett's Blevins points out that the new book is merely one step toward printing better color and attracting more national advertising. Newspapers will still have to maintain high standards of quality control and print ads to advertiser specifications.

"It is critical if newspapers are to get their share of national advertising that they use the colors specified in the book," Blevins says, "and not deviate from them."

One way newspapers can ensure that the inks they use are up to standards—and safe—is through the ink testing program at The Newspaper Center in Reston, Va.

The program's development parallels that of the color ink book. It was started in the 1960s to test the color and strength of color inks newspapers were using. Since the consolidation of all ANPA facilities in Reston two years ago, the ink testing program has been expanded.

The Association's laboratories now regularly test inks for heavy metal contamination as well as for color and strength, according to H. Wilson Cunningham, ANPA analytical chemist.

The program is being further expanded to include black inks "so that newspapers can get a handle on the physical characteristics of the inks they are using," he says. *—Paul Kruglinski*

meet Association guidelines in color, strength and chemical makeup. At the request of ink companies, ANPA tests new pigments for inclusion on the list.

Although pigments have caused problems from time to time, newspapers have assumed the vehicle used in most black inks was environmentally innocuous, say ANPA researchers. However, the World Health Organization's International Agency for Research on Cancer, or IARC, reported recently that untreated mineral oil—the same kind used to make black and certain kinds of color inks—contained naphthenic compounds that are suspected of causing skin cancer on some laboratory animals. (See story, p. 40.)

Newspaper and ink experts say the IARC position effectively changes all the rules on making and using these inks. For instance, until the IARC report, the ink companies would have been in compliance with the federal government's new "hazard communication" standard by labeling the ink as a hazardous substance and listing the appropriate ingredients, such as carbon black, as they are required to do by Nov. 25, 1985. Now, if they continue to use the same untreated mineral oils, they must also label the ink as being possibly carcinogenic.

Volpe of NAPIM points out: "The choice is simple. Either we use the (untreated) mineral oil and put on the (cancer-warning) labels, or we switch to another vehicle and eliminate having to put on the labels." Newspaper executives believe the four major ink companies—Huber, Flint, United States Printing Ink and the General Printing Ink division of Sun Chemical Corp.—will change the formulation and avoid having to deal with the warning label.

Already there are indications that many newspapers will order new, "treated oil" formulations. Knight-Ridder Newspapers Inc. has ordered all its dailies to cease using inks with the untreated mineral oils, according to Ralph S. Roth, vice president/production. "We can't afford to take any chances." Other groups plan to do likewise.

A change in formulation probably will result in higher prices for inks because the more refined mineral oils cost more. Early estimates put the price increase for letterpress black ink at 100 percent and for offset black at 50 percent, depending on the marketplace. However, in late September, some ink suppliers revised the estimates to 40-45 percent for offset black and 50-55 percent for letterpress black. Newspaper executives believe that eventually the price increases for both types of inks will range from 30 to 40 percent.

The IARC report undoubtedly will provoke more thought about ink mist, which results when minute ink particles are formed in the ink train of presses and become airborne in the pressroom.

ANPA studies have concluded that mist concentrations at newspapers fall well within OSHA limits. Nevertheless, inks containing untreated mineral oils also will carry in their warning labels an additional requirement regarding the average exposure to airborne mist during an eight-hour work day. This limit is less than the average in newspaper pressrooms. Still, many newspapers voluntarily have installed vacuum systems to eliminate mist.

Another environmental concern is what to do with leftover ink. Some newspapers say it is hard to find landfills that will accept their "slop" ink. (See story, p. 33.)

Ink rub-off. Despite the IARC findings, disposal woes and all the other vexations, the most common ink-related problem for newspapers remains rub-off—the tendency of ink to smudge readers' hands and sometimes soil their clothes.

For that reason primarily, The Washington Times, the St. Petersburg Times and Evening Independent, the York (Pa.) Daily Record and other newspapers are now using rub-resistant inks exclusively, with several other newspapers poised to do likewise [presstime, July 1985, p. 66]. The New York Times and the Los Angeles Times are conducting experiments with low-rub inks. While issuing its edict against using black inks formulated with untreated oils, Knight-Ridder "strongly suggested" that its dailies switch to low-rub inks. And Vice President/Production Charles R. Blevins says Gannett Co. may "suggest" that its dailies seriously consider using rub-resistant inks.

Ink rub-off is a relative problem: Its cause and elimination are not dependent on any one variable. The incidence and amount of rub-off hinge on the ingredients in inks, the kinds of inks used in each printing process and the type of newsprint used. It takes more than just changing chemicals to eliminate rub-off, researchers have learned.

Although rub-off is one of those eternal irritations of newspapering, it has become worse in recent years as newspapers have sought more contrast in the printed image and as more papers have converted from letterpress to offset operations.

The nature of the letterpress process, where a relief plate "pushes" the ink into the newsprint, tends to lessen rub-off. The offset process, however, deposits the ink film on the surface of the page, so it is more prone to rub off.

Rub-resistant ink allows York (Pa.) Daily Record to boast in this house ad.

The culprit in rub-off is carbon black, and offset black inks are about 50-percent to 80-percent stronger in their carbon black content than letterpress inks.

The ink companies have increased the rub-resistance of inks by introducing additives such as resins and waxes.

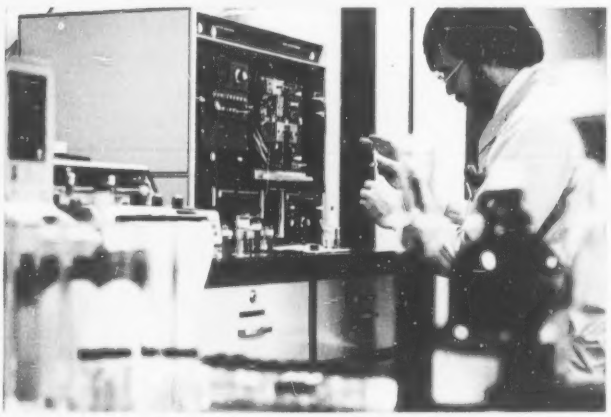
The resins tend to encapsulate the carbon black particles on the surface of the newsprint, which inhibits the pigment from being rubbed off. "With the resins," says Volpe, "you're almost gluing the carbon black to the paper." The addition of resins produces a low-rub ink; the more resins, the greater the rub-resistance.

Wax is a secondary additive used by some ink makers to provide "slip" to ink film and makes it almost totally rub-resistant. "It acts as a lubricant," says Volpe. "You are reducing friction between the ink film and fingers."

The trade-off for newspapers is the higher costs of rub-resistant inks. "The more resins and wax," says Volpe, "the higher the cost is going to be."

A sampling of newspapers using rub-resistant inks indicates that the additional cost ranges from 9 to 14 cents per pound.

Ink makers have claimed that newspapers were unwilling to pay the higher price of rub-resistant inks, to which



Sun Chemical Corp

Sun Chemical's gas chromotograph, allowing liquids to be converted into their gaseous state, helps to solve customer problems.

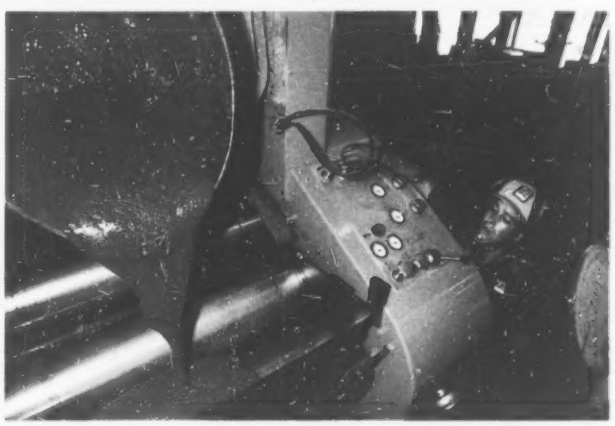
newspaper executives have countered that they were willing to pay a "reasonable" price.

Until recently, determining rub-resistance was a subjective judgment based on how much ink rubbed off onto a production executive's or publisher's fingers. But this year, ANPA and NAPIM adopted a test for rub-resistance. It consists of placing a 1.4-kilogram weight on a tissue and pulling it over a six-inch printed area for 1 to 2 seconds.

In theory, the test provides newspapers with an objective measurement to determine rub-resistance and cost-effectiveness. Publishers could either set a price ceiling on ink purchases and pick the ink with the least rub-off for that price, or pick a rub-resistance level and purchase the least expensive ink that achieves it. The test also could provide a point of reference when comparing other variables such as "mileage" (how many printing impressions can be achieved with the same amount of ink) and ink build up (the piling of ink on pipe rollers and formers).

As some newspapers have discovered, objective evaluation is just as relative as ink rub-off itself—particularly when the quality of newsprint is factored into the equation. For instance, newspapers can increase contrast without adding to ink buildup just by printing with a brighter newsprint. (See story, p. 24.)

In tests conducted earlier this year, The Times Journal Co. of Springfield, Va., found that the amount of rub-resistance of several low-rub inks varied with the newsprint on which they were printed. "The tests show you could improve your rub-off just by changing your newsprint," observes Huber's Andrew J. McDonnell, market manager/newspapers.



Vertical mill grinds and homogenizes ink at USPI's Springfield, Va., plant.

Ink makers point out that a rub-off-free ink does not exist; even inks that are printing on heat-set offset or gravure presses will come off pages, as anyone who has held a magazine on a hot summer day can attest. The water-based inks of flexography offer newspapers one effective solution to ink rub-off because they really dry.

Letterpress and offset inks are said to "dry" through the dispersion of the vehicle into the newsprint. They actually don't dry; the fibers absorb the oil. But because the vehicle in flexo inks is water, there is evaporation. Not only that, the latex additives bind the pigments in flexo inks to the surface of newsprint. With flexography, newspapers may be able to use a thinner newsprint stock for their products without quality degradation.

Water-based inks. Rub-off is not the only problem for which water-based inks offer a solution. Another is "show-through," where printed images from the other side of the page are visible.

A major cause of show-through is the decrease in newsprint's opacity caused by oil dispersion from the ink vehicle. Changing the mineral oil to one of a higher quality may help to minimize show-through, but the problem will persist as long as oil is the vehicle, ink suppliers say. With water-based inks, opacity degradation is eliminated.

A typical water-based ink might consist of 15-percent pigment, 50-percent water, 10-percent solvent, 20-percent latex and 5-percent dispersion additives. But the formulation could vary considerably depending on color, application and manufacturer.

Environmentally, the water-based inks of flexography offer an attractive alternative for newspapers. Nearly all the safety and reproduction problems associated with traditional letterpress and offset black inks vanish with the use of flexo inks.

However, the new inks have their own technical problems.

Even though a few newspapers are using water-based color inks to print their products on flexographic presses, flexo inks are still in the developmental stage. As one ink maker pointed out, "they're 98-percent developed, but that 2 percent can kill you."

A significant ingredient of that 2 percent is process red ink. While most of the pigments used in oil-based inks are compatible with the water vehicle, the pigments for process red are not. Those pigments arrive at the ink manufacturer in what is called a "flush system," which employs an oil-based binder for the pigment. Although the ink companies are substituting other "dry" pigments, the shades produced are not yet up to AdPro and AD-LITHO standards.

Thus, a national ad printed on a flexo press would look different—particularly in the colors composed of process red—than the same ad printed on letterpress or offset presses.

The nature of flexography as it is being applied to newspapers is presenting a relatively new situation for ink makers. Although water-based inks have been used in the corrugated container industry for decades, presses for corrugated boxes run at 600 to 1,000 feet per minute, whereas newspaper presses print newsprint at 2,000 to 2,200 feet per minute. Also, corrugated presses print on only one side, whereas newspapers print on both sides of the web.

"The technology is basically the same," says Michael W. Mylett, general manager of the General Printing Ink division of Sun Chemical Corp., "but the level of sophistication is completely different."

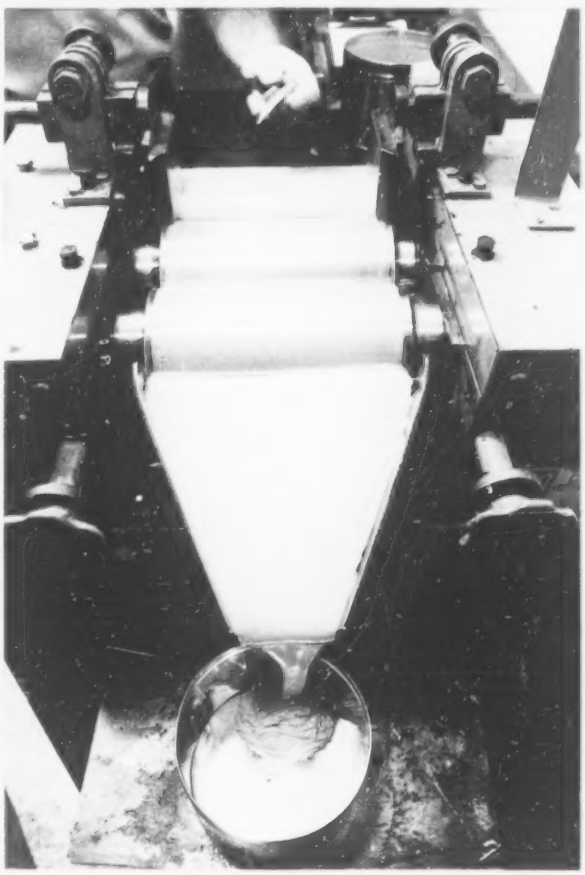
The high speeds of newspaper presses have brought on an assortment of problems for water-based inks that the manufacturers have had to address. For instance, the drying times for the inks are within split-second tolerances, says Mylett. They must not dry too quickly, lest ink particles build up in the non-relief areas of plates (causing mottled reproduction) or within the cells of the anilox rolls (causing "ink starvation" to the plate). On the other hand, the inks must dry quickly enough so that wet ink on the first side of the web does not pile on the impression cylinder for the second side of the web, which adversely affects reproduction quality.

The relationship of water-based inks and the photopolymer relief plates used in flexography has been another area of research. The water vehicle in flexo ink sometimes swells the plates, and this results in poor printing. However, cooperative efforts between the plate companies and ink suppliers seem to have solved that problem, Mylett says.

The quality control and storage of water-based inks at metropolitan newspaper plants is still an unsolved vexation. Oil-based inks arrive at newspapers ready to use, but water-based inks may come in a concentrated state, which then must be diluted to the proper viscosity.

"Water-based inks are shipped stronger than they have to be to run on a press," according to Herb L. Edelman, vice president/operations for United States Printing Ink. "It becomes the problem of the newspaper (instead of the ink manufacturer) to control viscosity."

In the past, ink suppliers have had trouble maintaining the quality of water-based inks from one batch to the next. While the viscosity of inks may vary only slightly between batches, the printing characteristics change dramatically. In other words, the margin for error in the production of flexo inks is much smaller than that for oil-based inks.



USPI uses a laboratory mill in manufacturing ink.

Large newspapers may be required to use secondary "premix" tanks, where water is added to the inks. Or newspapers may use a "day tank" system, where tanks capable of holding enough ink for one day are employed.

Space and money probably will have to be allocated for primary storage tanks, secondary tanks, piping and plumbing, viscosity instrumentation, and recirculation equipment from the press back to the secondary premix tanks.

For smaller newspapers, a simpler ink-handling system would be required, Edelman says.

Newspaper and ink executives who have looked into the problems of quality control and storage say technological advances in the viscosity instrumentation, which would be used on the presses, have solved past problems with water-based inks used in the corrugated container industry.

In part because they are not yet in general use, water-based inks are more expensive than oil-based ones. However, ink suppliers say the prices for water-based inks eventually will be comparable with or slightly higher than the prices being charged for standard offset inks.

Experimental inks. Beyond water-based inks, interest has picked up in research on other alternative inks and ink-like materials.

Since the IARC report, ANPA-INK has been transformed from a theoretical alternative ink to a practical way of avoiding an environmental problem for both ink makers and newspapers.

"Three months ago, there was no way to justify the added cost (of ANPA-INK)," observes Mylett of Sun Chemical. "Today, there is."

Association inventors developed the ink in the 1970s because of fears that the effects of another oil storage could reach as far as the ink fountains of newspaper presses.

ANPA-INK uses "tall oil"—a resinous liquid that is a byproduct of the pulp-manufacturing process—as the vehicle for ink pigments.

Mylett points out that the treated mineral oils required to eliminate the carcinogenic warning on labels will add 38 to 66 percent to the cost of manufacturing letterpress and offset black inks, which would increase per-pound prices of letterpress black ink by 12 to 20 cents and offset black by 18 to 30 cents depending, of course, on market forces.

Current estimates on the price of ANPA-INK letterpress black ink are about 85 cents per pound, while the offset version would be around $1.00-$1.10 per pound.

Mylett believes ANPA-INK would be more expensive than the treated oil inks but "could be competitive on a price-performance basis."

Early tests of the commercially made ANPA-INK letterpress black ink at Syracuse (N.Y.) Newspapers Inc. and by ANPA at The Newspaper Center in Reston, Va., indicate it improves ink mileage about 58 percent—and with 30 percent more rub-resistance.

Michael J. Stern, production manager in Syracuse, reports that "it works. We don't see any appreciable difference in reproduction quality" compared with traditional letterpress inks.

Newspaper experts and ink suppliers caution that it is still too early to tell whether offset ANPA-INK will be a viable alternative to traditional offset inks. For instance, the first tests of

Paul Chinn, San Francisco Examiner

Ink is delivered every Friday and Monday at the San Francisco Newspaper Agency.

commercially made ANPA-INK offset black at the Houston Chronicle were unsatisfactory, according to ANPA's Cashau, leading to many further tests and some subsequent successful press runs. And color inks for both letterpress and offset are still under development in laboratories.

Also, ANPA-INK's ingredients must be economically competitive with other potential vehicles. As a commodity, tall oil is selling for about 42 cents per pound, up from 14 cents in the late 1970s. If all newspapers were to switch to ANPA-INK, 100 million pounds of tall oil would be required annually to satisfy newspapers needs. That apparently would pose no problem because tall-oil producers currently manufacture about 750 million pounds a year.

On the commodities market, tall oil competes directly with soy, palm and other vegetable oils—not mineral oils, according to Robert T. Schoepflin, general manager/chemical products division of Union Camp Corp., a major supplier of tall oil. "They usually move in concert," he notes. "They all move together in price."

While ANPA-INK's cost would be immune to vacillating petroleum prices, that happy circumstance would be replaced with price fluctuations for tall oil caused by droughts and crop failures.

Tall-oil ink is among several developments that have emerged recently from ink laboratories. The suddenly fast-changing ink business has inspired chemical companies to introduce alternative printing substances to traditional oil-based inks [presstime, July 1985, p. 66]. Some of these products may spark new life for the letterpress printing process, which had been given up for dead, their developers say.

Chemoxy International Ltd., a chemical firm based in Middlesborough, England, is now selling a letterpress black ink that does not use mineral oil as its vehicle. It consists of 48-percent water, 39-percent oxidized wax and 13-percent carbon black.

The ink has been used successfully for two years at the Leicester Mercury in England, and it is now being used by a Japanese newspaper.

V.M. (Jim) DeLisi, vice president of Fanwood Chemical Inc., the marketing agent for Chemoxy based in Fanwood, N.J., says the ink is environmentally safe.

"Our vehicle has been tested at the National Cancer Institute," he says, "and was found to be inactive as a carcinogen. The vehicle is a short-chained, oxidized parafin which is completely biodegradable."

DeLisi says the ink, if mass-produced, would cost 50-60 cents per pound, or in the price range of black inks using the treated mineral oils. Tests in England indicate a 25-30 percent improvement in mileage over traditional oil-based black inks, he says.

DeLisi reports that a new color line of these inks containing 60-percent water is available for flexographic presses.

Also, Dayton Tinker Corp., an Ohio-based research-and-development firm, is developing a dye-based ink whose chemical composition is similar to shoe polish, according to President Rodger L. Gamblin. He says it would not require the carcinogenic warning label. Gamblin declines to identify the ingredients because of pending patent applications.

The ink was tested at The Courier-Journal and The Louisville Times and at The Columbus (Ohio) Dispatch and Columbus Citizen-Journal. The dye-based ink dries in an hour, Gamblin says, and "in volume manufacturing, we would be in the price range of 35-40 cents per pound."

In limited tests at The Newspaper Center, ANPA's Cashau reports, "the results of both inks (Chemoxy's and Dayton Tinker's) indicate that they need to do a lot more work on them," although performance improved in later test runs.

Regardless of the ultimate fate of such new products, Cashau says the ink issues are going to cause even bigger headaches for newspaper executives in the days ahead. "More questions will be asked *before* answers can be found to the questions that are currently unanswered," he predicts.

But the ANPA researcher sees a few certainties ahead. For instance, the ink-manufacturing business will never be the same.

"I think we're in a tremendous transition period at the ink companies," he says, "because of the influx of new inks and ink substitutes."

Some of the developments at the ink companies will have to await press developments at newspapers. "I think there will be a variety of ink formulations that will follow the press technologies," he says. "It will take time to establish standard formulations." Cashau says an example is flexography and water-based inks it requires. He says it will take two years before the bugs are out of these inks. "That's when you'll start seeing commitments from newspapers to flexo."

The use of brighter, more colorful flexo inks will inspire greater use of color printing in newspapers generally, he says. "The use of color will probably increase faster than the advances being made in press technologies," says Cashau.

Finally, newspapers will use the occurrence of stricter governmental regulations on product warnings to switch to better-grade, rub-resistant inks. "It will be the wise thing to do from a public relations standpoint," he says. □

Waste ink disposal can present special problems

The question ANPA environmental experts receive most often regarding ink is: "Is it a hazardous waste?"

Ninety-nine percent of the time the answer, according to Richard W. Neergaard, manager/environmental services, will be no. Most waste ink should not come under the U.S. Environmental Protection Agency's definition of a hazardous waste.

However, some newspapers still have a tough time getting rid of their waste ink, Neergaard notes.

Reasons for disposal abound. Minute pieces of paper fiber may get into the press's ink system and eventually build up to an unacceptable level; in the case of offset presses, water may get into the ink; or one hue of color ink may have to be purged from the ink system to put another in.

One newspaper production expert, John L. Irvin of the St. Petersburg Times and Evening Independent, predicts the amount of waste ink newspapers generate will increase with the trend toward printing more color.

Under EPA regulations, waste ink is classified as "manufacturing process waste"—a type of solid waste, according to Neergaard. ("Solid" because it is disposed of in drums or hauled away in tank trucks and not released into the sewage system.) Under EPA regulations, waste is considered hazardous if it shows certain characteristics of being corrosive, reactive (chemically unstable) or ignitable, or if it contains specific types of herbicides, pesticides or metals.

The only reason waste ink, by itself, might be considered hazardous is that it could contain one of the eight metals of concern to the EPA, Neergaard says. Black inks and AdPro® and AD-LITHO® color inks should not contain the metals, he says. However, other color inks could.

He cautions, however, that to ensure that waste ink maintains its non-hazardous status it should *not* be mixed with other pressroom wastes. For example, a pressroom solvent may have a flashpoint below the 140-degrees-Fahrenheit limit EPA sets for a flammability hazard, and if mixed with waste ink it could cause the entire mixture to be considered hazardous. Companies that generate more than 220 pounds a month of hazardous waste must comply with EPA waste management rules.

ANPA is equipped to test newspapers' ink and other wastes. Newspapers should contact ANPA chemist H. Wilson Cunningham before sending the material so that correct sampling procedures can be followed and testing scheduled.

Nonetheless, says Neergaard, "you can go to the local landfill with all of this information, and unless the person there wants to take your waste, they're not going to do it. These landfills are not required to accept the waste, even though it is not hazardous."

Some newspapers confronted with a disposal problem have decided to treat their waste ink as if it were hazardous, says Neergaard. He recommends against this course of action because it could come back to haunt a paper if problems develop at the dump site.

One expert predicts the amount of waste will increase with the trend toward more color.

One remedy newspapers with disposal problems have adopted is to accumulate their waste ink and have it hauled away in a tanker truck by firms that blend it with other waste matter to create fuel for industrial furnaces.

Neergaard says newspapers that store waste for eventual disposal should be aware of EPA storage regulations if they mix hazardous solvents in with the ink. Under these rules, if a company accumulates more than 2,200 pounds of hazardous waste a month, it may keep that waste on site no longer than three months. After that, it must get a special EPA storage permit. He says a newspaper recently was cited by the EPA after it decided to store temporarily its waste ink and solvents in a spare ink tank while searching for a permanent disposal solution.

Besides EPA, some state and local governments also have rules for waste disposal that publishers should be aware of, he notes.

In part because of disposal problems, some newspapers have gone to ink recycling systems that can remove paper particles [presstime, Feb. 1982, p. 42].

Even disposing of empty metal ink drums can be a problem. In this instance, ink companies may help. For example, the General Printing Ink division of Sun Chemical Corp. will get its customers in touch with a drum "reconditioner" that will remove the drums, clean them and resell them, says Michael W. Mylett, general manager.

Storing ink before use poses other problems.

Beginning next May, newspapers will have to comply with the U.S. Occupational Safety and Health Administration's "hazard communication" standard. If ink manufacturers determine that inks require a hazard warning label, newspapers will have to put this label on their in-plant tanks or other containers, Neergaard says.

Placing ink tanks underground could call into play other new EPA regulations on underground storage of oil. However, newspaper plant design experts say underground tanks are rarely, if ever, used for ink, primarily because temperature is a critical factor, more for offset ink, which has the thickness of syrup, than letterpress ink, which has the consistency of motor oil. Even most pipes carrying ink from tank to press are above ground.

Take "The Case of the Missing Ink" at The Jackson (Tenn.) Sun.

According to Cecil Q. Flowers, director of operations, based on the newspaper's calculations that it uses 35 to 40 pounds of ink for every ton of newsprint it consumes, the newspaper found it was using excessive amounts of ink. "It drove us nuts around here," says Flowers. "We couldn't find out where the ink was going."

The mystery was solved one day last year when ink started bubbling up from the concrete pressroom floor. As the newspaper subsequently discovered, an ink pipe running underground beneath the floor had corroded from the outside and ruptured. Today, all ink pipes are above ground where Flowers and his staff can keep an eye on them.

—Margaret Genovese

TABOO ADS

Newspapers ponder what to accept—and what not to

BY MARCIA RUTH
presstime staff writer

On Jan. 1, two newspapers stopped taking advertising from tobacco companies. Separated by more than 1,000 miles and a national border, each was unaware of the other's decision.

Nine months later, the oldest continuously published Canadian daily and a small paper in the U.S. farm belt say they are not aware of more than a handful of followers. But The Whig-Standard in Kingston, Ontario, and The Salina (Kan.) Journal are not bothered. On the matter of so-called "taboo" advertising, independent choice by newspapers is the norm.

"It's a very personal thing," says Paul E. Raffin, classified advertising manager of the Eugene (Ore.) Register-Guard and chairman of the Standards of Acceptance Committee for the Association of Newspaper Classified Advertising Managers.

Formal standards of fairness or taste have been adopted by many papers as a means of determining advertising acceptability [presstime, Aug. 1984, p. 43]. Most restrictions are designed to protect readers from what are perceived as harmful or illegal activities. Some seek to reflect community mores.

According to listings in the 1985 *Editor & Publisher YearBook*, slightly more than 300 of the 1,800 North American dailies refuse at least one type of advertising. The largest category is liquor, prohibited by about 100, primarily small dailies. Between 40 and 50 refuse ads for mail-order merchandise, vending machines or people such as fortune tellers. About 20 turn down ads for tobacco products or for X-rated movies. About a dozen decline ads that advertise certain investments or work in the home.

However, many other newspapers have restrictions not specified in the *YearBook*.

Standards vary. In the case of the two papers that this year began rejecting tobacco ads, the restrictions followed editorial policies. "We decided to put our money where our mouth is," says Kingston Publisher Michael I. Davies.

Both papers have editorialized against tobacco use and operate non-smoking newspaper plants. Both also say they stand to lose about $40,000 a year in tobacco advertising, but they consider this a small price to pay for the public's overwhelming support for the policy.

While few papers go this far in merging advertising policies with editorial positions, many consider it the role of the ad director to apply standards of truth similar to those employed by editors.

"What it comes right down to is a person delivering wood and shorting some 85-year-old widow woman," says Ruffin of the Register-Guard. "She calls me. . . . I find out what happened. . . . If they (the advertisers) do not make it up or give her her money back, I will not accept their advertising any more," he says.

Applying standards to advertising can also affect the political process. Some papers will not accept so-called "negative" political ads—those that attack an opponent rather than promote a candidate—unless there is time for rebuttal.

"You read the copy and put yourself in the other person's place," says Orage Quarles III, advertising director of The Sun in San Bernardino, Calif. "Each year it gets more difficult" to handle negative political ads, says Quarles, who has asked candidates to change copy "simply because it bordered on being libelous."

Some papers refuse ads for X-rated films.

The tone of a newspaper's particular readership can also be a factor in deciding which types of advertising to declare taboo. The Wall Street Journal looks for ads that are "not offensive to good taste or public decency," says spokesman Lawrence A. Armour. Following this guideline, the list of specific taboo ads includes investment advisory services, firearms, lingerie and any substance "applied to the skin or to the body" such as drugs or cosmetics.

Many policies persist through the years, but newspapers also track cycles of schemes to defraud the public. Ads for work done in the home are currently under scrutiny by a number of papers.

For example, the Columbus (Neb.) Telegram now refuses ads for "home sewing," while The Sanford (N.C.) Herald casts a critical eye on "envelope stuffing."

"People tend to fall for stuff like this at times when they can least afford it," says James C. Banks, advertising manager of the Herald. If the advertisers require people to pay a fee to get involved in the work, the newspaper will not take it, "because we think the money is flowing in the wrong direction," says Columbus' ad manager, Richard F. Toof.

Sometimes the tip-off that an advertiser is dishonest comes through a newspaper's credit department. "If we get enough feedback that what they've been selling they haven't delivered, we will refuse the ad," says Credit Manager Geraldine Sue (Jerry) Hughes of the Los Angeles Times.

Beyond the more common ad taboos, publishers sometimes take precedent-setting actions.

For example, The Day of New London, Conn., no longer takes ads for "Happy Hours," hoping this measure will help reduce the incidence of highway deaths caused by "barhopping" drivers. "It just seemed there was so much madness we had to do something," says Reid McCluggage, publisher, president and editor. "We are not in favor of censorship, but we are in favor of editing the newspaper, and that applies to advertising as well as news." □

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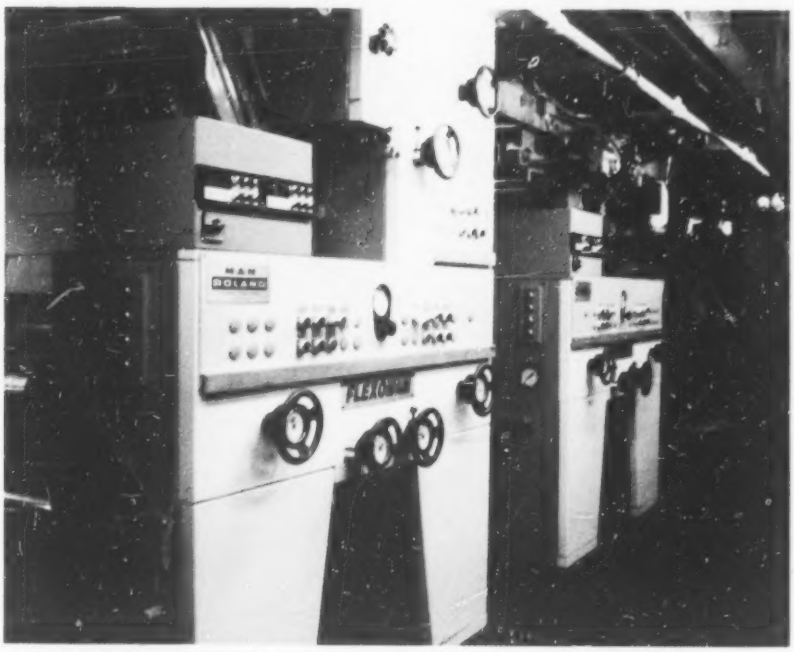

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Many are offered, but few chosen

BY BARBARA FRIEDMAN
presstime staff writer

Some newspapers want to be more than a bundle of advertisements and news to Christmas shoppers: They want to be one of the presents under the Christmas tree.

So when summer turns to fall, some newspaper promotion and marketing managers begin to think about ways to encourage readers to buy subscriptions for friends and families.

Although gift subscriptions are more commonly associated with magazines, some newspapers have mounted successful Christmas campaigns. On balance, however, the majority of sources surveyed report disappointing results.

Joseph B. Forsee, general manager of the International Circulation Managers Association, says gift subscriptions are a standard part of many newspapers' circulation repertoire. He adds that while the usefulness of gift-subscription campaigns varies greatly among newspapers, generally "the productive effect is not that great."

Among the papers that are pleased with their promotions of gift subscriptions are two that are distributed nationally—USA Today and The Christian Science Monitor.

USA Today has used full-page, color advertisements to promote itself as a gift, while the Monitor has relied on advertisements coupled with extensive mailings to subscribers.

Robert T. Burns, director of marketing and administration for Gannett Co., says USA Today's Christmas-season ads last year produced "a pretty substantial volume of orders." Advertisements promoting subscriptions as Mother's Day and Father's Day gifts were less successful, he says.

Three years ago, the Monitor was "not doing much of anything with gift subscriptions," says Richard E. Ralston, the newspaper's marketing manager. That began changing in 1983.

An influx of "starts" came last Christmas season following promotion through both house advertisements and two mailings. One mailing was sent to Monitor subscribers who previously had purchased gift subscriptions; the other went to all the newspaper's subscribers.

The mail offers promoted the purchase of the Monitor at 50-percent discounts for subscription terms of three, six and 12 months. Sales from the two mail solicitations—the response rates were 6 and 15 percent—more than justified the costs involved, Ralston says.

"Gift subscriptions have been a major part of our growth, which has reversed a long-term decline in circulation," he says.

The Boston-based paper (see story, p. 12) plans a similar gift-subscription campaign this year.

But other newspapers may find it difficult to approach this degree of success. Solicitation of holiday gift subscriptions is "probably not suited to most city newspapers," Ralston says, noting that the Monitor is "marketed more like a magazine than a newspaper." Like magazines, the Monitor relies heavily on the mails to solicit new customers as well as deliver the newspaper.

Confirming Ralston's suspicions, Marketing Director John C. Williams says gift subscriptions of the Atlanta Journal and Constitution are "such a minor part of what we do, it's almost inconsequential."

Alberto Pacheco

He figures house advertisements produced about 300 starts last Christmas at the two Atlanta papers, which had a combined circulation at that time of about 381,500. And efforts to sell subscriptions as Mother's Day and Father's Day presents produced few orders, he says.

At smaller papers, results have been mixed.

The Grants Pass (Ore.) Daily Courier, advertising manager Melody Wilson says the paper has run Christmas-season advertisements for gift subscriptions "periodically through the years."

But the advertisements have not "produced as strong a response as we'd like." The Courier (evening, circulation 15,990) has gained a couple hundred starts each season from gift subscriptions, Wilson says.

In Henderson, Ky., several requests from people who wanted to buy gift subscriptions convinced The Gleaner that they were worth promoting. When the newspaper began advertising the subscriptions in the early 1980s, "We thought it would be a really hot item," says Steve Austin, the newspaper's general manager.

The paper (morning, 10,692) advertised "very heavily" in its pages and bought some radio time, he says. And the sale of gift subscriptions grew steadily from 42 in 1982 to 121 last year.

Yet sales have not yet realized "potential we thought it had," Austin says.

The Times Herald in Olean, N.Y. (evening, 25,723) is another paper where efforts to sell gift subscriptions have been only marginally successful. Circulation Manager Herman L. Smith says "It's not something I consider to be a big source of new subscriptions."

However, enough small papers have shown interest in selling newspapers this way that three years ago a Kansas company began printing cards that are sent to recipients of the gift.

Donald D. Banwart, president of Sekan Printing Co. in Fort Scott, says he sells the cards annually to about 200 newspaper customers with circulations of 25,000 and less. He estimates about 75 percent of the cards are for gifts given around Christmas and New Year's Day, and he says orders range in size from 100 to 1,000 cards. □

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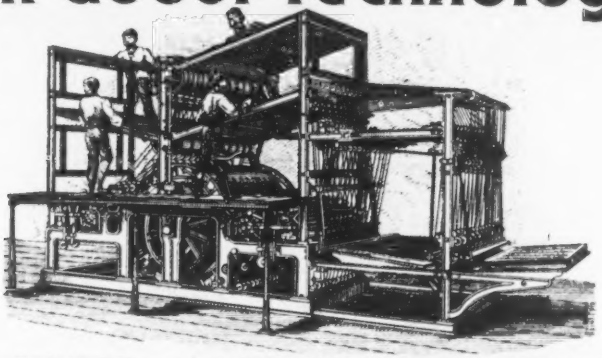

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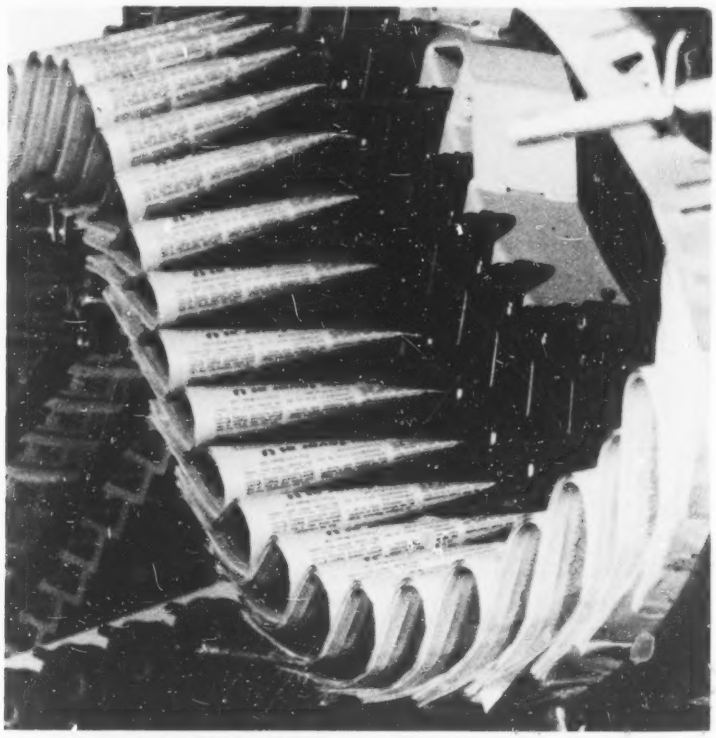

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C.K. McClatchy

A believer in competition

BY CLARK NEWSOM
presstime staff writer

Some newspaper executives say the transformation of McClatchy Newspapers of Sacramento into a modern, open and growing organization dates from 1978. That was the year Charles Kenny McClatchy became president, the fourth generation of his family to head the company that began in 1857 with the founding of The Sacramento Bee.

McClatchy succeeded his aunt, Eleanor McClatchy, who had been the company's chief executive officer for 42 years.

C.K., as he is known, "modernized" the company, says Robert C. Bergenheim, publisher of the Boston Business Journal and a one-time director of McClatchy newspaper operations.

Less than a year after becoming president, McClatchy acquired the Anchorage Daily News from Katherine Fanning, a move described by newspaper management consultant James H. Smith as "one of the great newspaper purchases."

Fanning, now editor of The Christian Science Monitor, describes McClatchy as "a fine newspaperman who believes good editorial quality sells newspapers." While he has a "gentle, mild" personality, McClatchy is "a tiger" in competitive situations, she says. The turnaround in Anchorage is a good example. Circulation of the Daily News was about 12,000 in 1979 when McClatchy took control of the morning paper, compared with about 46,000 for its competitor, the evening Anchorage Times. By this year, his Daily News had soared to the lead, 49,580 to 40,227.

"He loves competition," says Frank McCulloch, who retired earlier this year as executive editor of The Sacramento Bee and who is now managing editor of the San Francisco Examiner. In Sacramento, McClatchy's 230,160-circulation morning Bee competes head-to-head with The Sacramento Union (morning, 102,317).

McClatchy hopes the competition continues. "There's an advantage to the community to having two editorial voices," he says.

McCulloch says "the single adjective" to describe McClatchy is "classy."

He is also a "humanist," McCulloch says. "He likes other people." McClatchy wrote the chapter on employee relations in the American Society of Newspaper Editors' recently published *Newsroom Management Handbook*.

While the wiry, soft-spoken, 58-year-old newspaper executive is often described as a quiet gentleman, he is "very deceptively tough," adds McCulloch.

"He has a backbone of steel, believe me," says Bergenheim.

A year ago, Sen. Paul Laxalt (R-Nev.) filed a $250-million libel suit against The Sacramento Bee, of which McClatchy is editor, over a 1983 story that reported up to $2 million was allegedly skimmed from a Carson City, Nev., casino hotel while it was owned by Laxalt and others. McClatchy subsequently filed a $6-million countersuit charging Laxalt with First Amendment violations and abuse of process by trying to discourage reporting on a matter of public interest.

"I'm confident we will prevail in the end," McClatchy says. "I know the news story was accurate." Laxalt's suit was "an attempt to intimidate other news companies from pursuing the story," he says. The case "is a long way from trial."

McClatchy was born in Fresno, Calif., where his father was the founder and editor of The Fresno Bee. His first newspaper experience was gained at the Fresno and Sacramento papers during summers while he was in high school and college.

After graduating from Stanford University in 1950 with a bachelor's degree in political science, he worked as a reporter for the Sacramento daily.

In 1953, following a two-year hitch in the Army as an artillery officer, he went to the East Coast and landed a reporter's job on The Washington Post. McClatchy says that "for obvious reasons" he thought he would get better experience and training at a non-McClatchy newspaper.

While he never thought "very seriously" about a career outside journalism, he did venture briefly into politics in 1955 when he left the Post to serve as assistant press secretary for the second presidential campaign of Democrat Adlai E. Stevenson. "It was a great experience," he says.

After Stevenson lost to incumbent President Dwight D. Eisenhower, McClatchy worked in the Washington, D.C., bureau of the American Broadcasting Co. for about a year before returning to The Sacramento Bee as a reporter in 1958. After several interim steps, he became editor of McClatchy Newspapers in 1974 and president four years thereafter.

McClatchy's influence in "opening up" the privately held company is illustrated by the series of "Come Talk to The Bee" public forums that he launched last year. The meetings, attended by McClatchy and other executives, are aimed at specific Sacramento neighborhoods and held in the evening at public facilities.

In addition to the Anchorage paper and the Bees in Sacramento and Fresno, the newspaper group includes The Modesto Bee and three other dailies acquired since McClatchy became president—The Free Lance of Hollister, Calif., The Dispatch of Gilroy, Calif., and the Tri-City (Wash.) Herald, serving Pasco, Kennewick and Richland. The company also owns three weeklies in California and has radio, cable television and videotex interests.

McClatchy is a member of the Pulitzer Prize Board, a director of the Newspaper Advertising Bureau and a trustee of the Washington Journalism Center. For recreation, McClatchy says he plays tennis, "but not often or very well." Divorced, he is the father of a daughter and two sons. □

Managing the new 'telcom' technology

BY CHARLES T. BRUMBACK

In the fast-changing world of telecommunications technology, various potential applications hold promise for newspapers.

Imagine a significant sporting event that runs overtime. Your photographer is on-site, 30 miles from the main office. After taking a series of pictures with an electronic camera, the photographer plugs it into a cellular telephone and dials the number of the photo editor back at the main office. The photo editor answers the call on a terminal, viewing the pictures as they come in, and storing what he doesn't have time to view on magnetic tape.

On the same terminal, the photo editor prepares the pictures for the paper and transmits them directly into the prepress pagination system. The picture is ready to be printed. Travel time and photo darkroom work have been eliminated. The process has been reduced from several hours to a matter of minutes.

Next, think about an advertising sales call. Your sales representative uses a portable terminal to provide information for the customer concerning account status, co-op arrangements and circulation. And if the customer has a copy of an ad ready, it can be transmitted via the same terminal to the prepress system.

Or consider an application that goes right to the subscriber. In this scenario, the newspaper has set up a "voice mailbox" as a customer-service hotline. When the customer calls in, he or she gets a message that says "Customer Service Hotline." The customer is asked to enter a special identification code, such as his or her phone number, and then is instructed to leave a name, address and message. The mailbox system responds with a message that confirms receipt of the complaint and says it will be processed quickly. At the same time, the system activates the paging device of the delivery agent for that particular customer. How did the system know which delivery agent? The telephone number was the key. The driver can then respond to the complaint within minutes.

Those are just three examples of how we might use telecommunications technology in the future. Maybe all of them will happen; maybe none of them will. The point is that we have to be willing to think in new terms to make effective use of the new technologies.

How do we at newspapers make sure to take full advantage of emerging telecommunications technologies?

Charles T. Brumback

First, let's take a look at this thing called telecommunications management. Is it really any different than any other management function in the business?

I suggest that it is. It is very different from anything else we've ever tried to manage.

Consider this: Five years ago, the role of most telecommunications managers was to place orders with the telephone company, pay the bills, handle complaints and control expenses. We put that function in the same department as janitorial services, food services and copier services. The new telephone systems that were brought to the marketplace were introduced at a very slow and deliberate pace dictated primarily by the depreciation schedules of the telephone company.

Today, telecommunications managers have to deal with almost runaway technology. Where there was one supplier, today there are hundreds. The controlled pricing structure that was dictated by regulation is disintegrating.

What kind of qualities would the perfect telecommunications manager for a newspaper have? I think that person should have equal parts of telecommunication and newspaper experience. Just how much experience depends a great deal on the size of the particular newspaper. Likewise, this perfect person should have equal parts of technical and people skills—technical skills because it is a technical field, and people skills because telecommunications people probably interact with a broader cross-section of the business than any one else.

The perfect manager must be an effective negotiator because telecommunications management now calls for dealing with hundreds of suppliers rather than one. Millions of dollars a year in expenditures may be at stake. He or she must also be an effective teacher and salesman, because the systems are effective only if the user understands and accepts them.

Is there anybody out there like this? Probably very few, if any. I think the answer is to find the best possible combination of qualities that you can, but recognize that the development will have to continue long after the hiring process is complete. And if you hire telecommunications people without newspaper experience, put them into the business as quickly as possible. I don't mean a three-hour tour. Put them into the business for a week or two—that investment in time will pay dividends in the future.

How many telecommunications professionals should a newspaper have? There's an old rule of thumb that a business have one telecommunications professional for every $1 million of expense. Inflation has probably raised those limits, but divestiture has probably lowered them, and the old rule may be still a good guideline.

A bit of advice though: Don't staff just to run the system and control expenses. Would you invest millions of dollars in a new sophisticated press and then control the expenses associated with running that press by eliminating production? Of course not. The same holds true for telecommunications resources.

Finally, create a climate that makes telecommunications management effective.

Create a climate that brings your telecommunications people and their technologies out into the business.

Create a climate of exchange that encourages management of other business functions to go to the telecommunications people for help.

Make telecommunications management a key part of the senior staff of the business and make telecommunications a key element in the planning process.

Move telecommunications into a part of the organization where it can be most effective. At many newspapers, telecommunications has been joined with information systems in order to take advantage of the marriage of computer and telecommunications technologies. At the same time, telephone systems have been moved into the computer rooms where they rightly belong, because in reality they are computers as well. □

Brumback, an ANPA director, is president and chief executive officer of the Chicago Tribune Co. This article is adapted from his presentation Aug. 15 at the ANPA telecommunications workshop titled "Connections."

REGULATIONS

Newspapers line up for new ink

The major ink manufacturers report newspaper customers are making their preference known for a switch to inks manufactured from highly processed mineral oil that will not require a cancer-warning label.

"I have not received any requests for anything other than a treated-oil ink from the newspapers," said Ronald C. Baker, president of United States Printing Ink.

Similarly, Robert H. Flint, president of Flint Ink Corp., said "the great majority" of his company's newspaper customers want to buy ink made from the treated oil, and most of these want low-rub ink.

The newspapers' response follows a late-August "Environmental Alert" from ANPA informing them that after the federal "hazard communication" standard takes effect Nov. 25, inks made according to traditional formulations with so-called "untreated oil" will carry a cancer-warning label [presstime, Sept. 1985, p. 34].

On the subject of price, the ink companies said that, as expected, treated-oil inks will be more expensive than the inks currently being used by newspapers.

Baker said there will be a 40-45 percent increase in the price of his company's black web offset ink and a 50-55 percent increase for letterpress black because of the oil change. The percentage price increase for color inks will be less, he added, because the cost of color ink comes largely from the pigment, not from the oil.

Flint reported that even inks made from untreated oil will cost more, because they will become a "specialty" item.

Both companies said in late September they had some treated-oil ink available. They mentioned Oct. 15 as the date when the new ink will be widely available.

Meanwhile, at a Sept. 5-6 meeting at The Newspaper Center in Reston, Va., the ANPA Technical Committee discussed the ink question and decided to redesign the existing ANPA industrial hygiene program and develop a "wellness" program that newspapers can implement for employees.

Francis W. Weir, author of a study that analyzed previously published research about any possible cancer risk to newspaper pressroom workers, addressed a joint meeting of the committee's Environmental Task Force and Newspaper Ink Study and Research Task Force.

As expected, treated-oil inks will be more expensive than the inks currently being used.

Although Weir told the committee members that "the inks that are being used in the [newspaper] industry in the manner that you use them . . . . [do] not produce extraordinary risk for the worker," he also said newspapers may encounter legal action stemming from the ink situation.

Weir, director of environmental safety at the University of Texas Health Science Center at Houston, began his study several years ago for the National Association of Printing Ink Manufacturers.

In 1984, he presented findings to representatives of NAPIM and ANPA. Perceiving some skepticism, Weir had his findings reviewed and validated by five safety and health experts from outside the ink and newspaper industries.

In a summary, the Weir report said: "There is little general agreement among the various published authors that there was ever an increased risk of cancer to newspaper pressroom workers."

According to the report, "none of the studies purportedly demonstrating a positive finding adequately dealt with the important personal lifestyle factors of smoking or alcohol consumption" on one's health.

It was this finding that led to the ANPA committee's advocacy of more wellness programs at newspapers.

The report also said: "Available data indicate that few if any currently employed newspaper pressroom workers are exposed to significant levels of hazardous chemicals and/or particulates. This potential for exposure should decline even more in future years due to the changing technology."

Discussing the carcinogenic hazard of mineral oils and other oil products, the report said that "although there appears to be extensive epidemiological and experimental data on the carcinogenicity of these products, very few studies are really pertinent."

Weir told the ANPA committee he theorizes that carbon black, the pigment used in black news inks, renders the carcinogens in the oil ineffective. He proposed that his theory be tested. The committee said it would study the matter further. And it asked him to finalize his study by Oct. 31 so that it can be released publicly in full.

In a related development, the National Toxicology Program has changed its plans for testing black newsprint ink for carcinogenicity in light of the movement to inks made with more highly processed oil. Black ink was accepted for testing last year [presstime, Sept. 1984, p. 33]. William C. Eastin, chemical manager for the study, said in late September the study will now include the new inks and treated oil.

Until learning from NAPIM in mid-September about the mineral oil switch, the NTP had planned to test a sample of letterpress and offset black inks from each of the four largest ink manufacturers and a representative sample of the mineral oil used as a vehicle in the inks, said Eastin, a physiologist with the National Institute of Environmental Health Sciences. □

Weir (left) discusses report with committee members Gene McDavid (center) of the Houston Chronicle and Michael Stern of Syracuse (N.Y.) Newspapers Inc.

Congressional staff issues favorable report on VDTs

A congressional subcommittee has issued a 90-page report that concludes there is no need for legislation concerning video display terminals in the workplace.

It is "unlikely," the report said, "that legislative action at any level will do more than provide contradictory and, perhaps, more restrictive limits rather than encouraging the flexibility that is both desirable and necessary" for the health and safety of VDT operators.

The report, prepared by the staff of the Health and Safety Subcommittee of the House Committee on Education and Labor, was not formally adopted by the subcommittee because there has been "considerable change" in the membership of that panel since the hearings were held last year, according to Sy Holzman, deputy staff director. The report will be used in the future as reference material, he said.

ANPA testified and performed sample radiation testing on a VDT at the hearings [presstime, July 1984, p. 51].

"Clearly," the report said, "the overwhelming body of scientific evidence at this point in time gives little credence to the radiation concerns expressed. This is especially true in respect to the effects of radiation from VDTs in connection with reproductive problems and eye problems such as cataracts."

All witnesses agreed that there are some workplaces where comfort is a real issue, the report noted. "Physical comfort, though, will be difficult to legislate," it said. "Providing the right kinds of equipment, furniture and fixtures, lighting and window coverings, and so forth, are ideally and realistically issues that must be resolved in each individual place of employment."

The report did recommend further study on the reproductive issue, noting that the National Institute for Occupational Safety and Health is currently undertaking an epidemiological study on the effects of VDT use on reproductive health.

Another area in which additional study is needed involves the possible effects of low-frequency, non-ionizing radiation, the report said.

A second report was released recently on VDT safety issues. Covering a study initiated by The Newspaper Guild and the Mount Sinai School of Medicine, the report said no significant differences had been found in the incidence of cataracts or other eye problems between VDT users and non-users. The report cautioned, however, against concluding based on that one study "that VDT use presents no problems to the eyes." □

REGULATORY NOTES

• On Aug. 5, companies that generate between 220 pounds (about half a 55-gallon drum) and 2,200 pounds (five full drums) of **hazardous waste** a month became subject to regulation by the U.S. Environmental Protection Agency.

Formerly, companies generating less than 2,200 pounds of hazardous waste a month were eligible for a small-quantity exemption from EPA's waste-management regulations.

According to an EPA spokeswoman, these small-quantity generators now are required to fill out a manifest form when shipping hazardous waste from their premises.

In addition, proposed regulations—expected to be implemented early next year—would require them to obtain an identification number from EPA, send the waste only to federally approved disposal facilities and deal only with authorized hazardous waste transporters.

• In an Aug. 27 letter, ANPA joined seven other media and public-interest groups in urging the Nuclear Regulatory Commission to act without further delay on withdrawing or completing rule-making proceedings on a new regulation that allows more **closed meetings.**

Earlier, ANPA had asked the commission to reconsider the policy change [presstime, Aug. 1985, p. 37].

• Beginning Oct. 12, cigarette advertisements should contain one of four new **health warning messages.** Under the Comprehensive Smoking Education Act, enacted in 1984, the messages must be rotated quarterly [presstime, Feb. 1985, p. 31.]

Each major cigarette company has scheduled the warnings so that ads for different cigarette brands will carry different warnings, according to Judith D. Wilkenfeld of the Federal Trade Commission.

LEGISLATION

SPJ,SDX and ANPA differ on whether to reopen FOIA

The 19-year-old Freedom of Information Act is a subject of concern to two national press organizations, but the concern is leading them in different directions.

One, the Society of Professional Journalists, Sigma Delta Chi, believes the act should be strengthened and had legislation introduced in Congress Sept. 17 to improve FOIA from an information requestor's standpoint.

The other, ANPA, fears opening up the act to amendment could do more harm than good and, instead, is attempting to bolster the act by promoting press and public awareness of the access law.

"Any amendments designed to improve the statute run considerable risk of having harmful amendments joined with them," explained W. Terry Maguire, ANPA vice president/general counsel. "Therefore, we do not believe at this time that the Congress should consider amendments of any kind to the statute."

In a "Legislative Alert" to its membership last summer, ANPA said it believes the better strategy is to "voice more vigorously and directly our support for the FOIA and the national commitment to open government which the present statute incorporates."

In keeping with that approach, ANPA is developing a series of public-service ads for print media which emphasize the public's stake in the Freedom of Information Act. SPJ,SDX and other media groups have agreed to cosponsor the messages.

The SPJ,SDX bill, unveiled at a Capitol Hill press conference, would:

• Penalize agencies that exceed time limits for compliance with an FOIA request

• Require agencies to respond within five days, rather than the usual 10, to requestors who can demonstrate a need for expedited access

• Provide more reasons for reducing or waiving search and duplication fees

The Justice Department has assumed the lead in overseeing administration of the act, but there is no provision for such oversight in the FOIA.

The legislation was introduced by Rep. Gerald D. Kleczka (D-Wis.), a member of the House Government Operations Committee's Subcommittee on Government Information. □

COURTS

Libel cases at Supreme Court could have big impact

BY CLAUDIA JAMES

In the term that begins this month, the U.S. Supreme Court will hear two libel cases that pose serious procedural questions. If decided adversely, they could have a chilling effect on the media.

One is *Philadelphia Newspapers Inc. v. Hepps*, in which the court will decide who has the burden of proof in a private-figure libel case. The case involves a series of Philadelphia Inquirer articles that linked a beer distributor to organized crime.

The Pennsylvania Supreme Court upheld a state statute that requires a libel defendant to prove the publication was true, entitles the plaintiff to having the jury presume the article is false and requires the plaintiff to prove only that the publication was published negligently in order to recover damages. (See story, p. 16.)

In a friend-of-the-court brief, ANPA and other press organizations argued that the plaintiff should have to prove falsity. They said in cases where there is doubt as to the truth or falsity of a statement, the First Amendment requires the law to err on the side of protecting possibly false statements, rather than to err by chilling truthful statements that cannot be proven conclusively to a jury.

The other case is *Anderson v. Liberty Lobby Inc.*, in which the court has been asked to decide whether a public-figure libel plaintiff, to recover damages, must prove with "convincing clarity" that the defendant acted with actual malice. The decision in this case could affect greatly the number of libel cases that do not reach trial because of successful summary-judgment motions by newspaper defendants.

The U.S. Court of Appeals for the District of Columbia Circuit held that the "convincing clarity" standard was not applicable to the summary judgment stage of public-figure libel litigation. This ruling conflicts with a 1980 decision in the 2nd U.S. Circuit Court of Appeals that supported the "convincing clarity" requirement on summary-judgment motions.

ANPA joined several press organizations in an amicus brief arguing that the standard set in *New York Times Co. v. Sullivan*—requiring plaintiffs to prove actual malice with "clear and convincing" evidence—is required at the summary-judgment stage of litigation [presstime, Aug. 1985, p. 34].

Besides these two cases set for review, the court has been asked to hear a number of other media-related cases, including:

• *Chicago Tribune v. Department of Revenue of the State of Illinois*, on the question of whether an Illinois use tax violates the First Amendment. The Tribune maintains the statute discriminates against the press by denying it an exemption given to all other manufacturers for purchase of equipment used to manufacture tangible personal property. The Tribune won the case in the trial court, where the state claimed newspaper publishers do not engage in "manufacturing." Changing its argument, the state appealed to the Appellate Court of Illinois, saying newspapers are exempt from Illinois' retail tax because the sale of newspapers is not considered to be a sale of "tangible personal property." Thus, the state said, newspapers should not get a use-tax exemption, and the appellate court agreed.

• *Capital City Press Inc. v. Buratt*, on whether a newspaper story based on public records is subject to a libel claim by a public official. Capital City Press, which publishes the Advocate and State Times of Baton Rouge, La., seeks review of a Louisiana Court of Appeals decision upholding a trial court's award of $3,000 damages and $1,000 attorneys' fees. The case centers around a disputed article in the Advocate that the paper claimed was based entirely on public records. A lower court found the newspaper used only a portion of the public records available and said if the paper had used all of the records, it would have discovered the story to be false.

The court also has been asked to hear a number of other media-related cases.

• *Lorain Journal Co. v. Milkovich*, on whether the Ohio Supreme Court erred in deciding whether somebody is a public figure under guidelines of the U.S. Supreme Court decision in *Gertz v. Robert Welch Inc.* The state court held that a high school wrestling coach is not a public figure and therefore need not prove actual malice to recover damages. Also at issue is whether the statement accusing the wrestling coach of lying at a trial is an opinion or a factual assertion. The Ohio Supreme Court said the statement was a factual assertion and not afforded constitutional protection of a writer's opinion.

• *Press-Enterprise Co. v. The Superior Court of Riverside County, Calif.*, on whether the public and press have a constitutional right of access to records from certain pretrial criminal proceedings. The Press-Enterprise challenges the sealing of transcripts from a closed preliminary examination. The California Supreme Court upheld a state statute under which the documents were sealed. The Press-Enterprise last year won another U.S. Supreme Court case establishing that jury selection generally should be open to the public.

• *In Re Grothe*, involving the propriety of a subpoena for unpublished photographs. The Dallas Morning News asked the Supreme Court to rule on whether the Texas Court of Criminal Appeals erred in upholding a subpoena for News photographer Randy Grothe's pictures of an anti-nuclear demonstration. The newspaper said the woman seeking the pictures—who had been arrested in the demonstration—did not meet requirements of the Supreme Court in *Branzburg v. Hayes*. *Branzburg* established that a person must prove that the material requested is relevant and cannot be obtained from other sources. □

James is ANPA assistant general counsel.

Newspapers settle two more antitrust cases

Two antitrust lawsuits involving newspapers' total-market-coverage programs recently were settled out of court in New Orleans and Yuba City, Calif.

The New Orleans settlement was between Guide Newspapers Corp., owned by Cox Enterprises Inc., and Times-Picayune Publishing Corp., owned by Newhouse Newspapers.

Guide, which publishes a group of free-circulation, community newspapers, had charged the company that publishes the Times-Picayune/States-Item with predatory pricing in its zoned editions as well as its TMC products [presstime, Dec. 1984, p. 32].

At the time of the settlement, Times-Picayune announced it had purchased the Guide's printing plant, including the buildings, land, presses and certain other production equipment, for about $8 million. Times-Picayune will print the Guide's newspapers under contract for five years, with an option for another five years.

"There was no consideration paid for the dismissal of the lawsuit, and the Picayune has not changed any of its business practices," said William E. Wegner, a lawyer for Times-Picayune. He also said that the "intent is that the Guide will continue to do business as usual."

Ashton Phelps Jr., Times-Picayune president and publisher, said the offset plant will help "meet the increasing demands of our publications."

The other settlement was between Yuba City Herald Publishing Co. and Freedom Newspapers Inc., which publishes the Appeal-Democrat in Marysville, Calif.

Yuba City Herald, which published a free-circulation weekly and a shopper, had charged Freedom with predatory pricing and unsuccessfully sought a preliminary injunction to prohibit the Appeal-Democrat from distributing its TMC publication in Sutter County [presstime, Dec. 1984, p. 32].

As part of the settlement, "some of the assets" of the weekly and shopper were sold to Freedom, according to James A. Fallbeck, president and publisher of Paradise (Calif.) Post Inc., which was the sole owner of Yuba City Herald. Subsequently, Freedom closed both publications, Fallbeck said. Other details of the settlement were not disclosed.

The two cases join a growing list of antitrust suits against daily newspapers that have been settled.

Newspaper antitrust expert Conrad M. Shumadine said the settlements are not surprising. "I would be surprised to find that most newspaper cases weren't settled, because everything else *is* in the business area," he said.

The Norfolk, Va., lawyer estimated that 80-90 percent of business litigation results in settlements. "Certainly, it's true that most antitrust cases . . . are settled rather than go to a full-blown trial," he said.

It is impossible to determine a trend without knowing the terms of each settlement, which usually are not disclosed, Shumadine added. "Whether the newspapers are winning or losing, you don't know without knowing how much they are paying or whether they are paying anything."

Commenting on the settlements, W. Terry Maguire, ANPA vice president/general counsel, said "given the potential for restrictive law to have emerged from some of these cases, newspapers should be guardedly optimistic about preserving their competitive freedom in the future."

Meanwhile, two additional antitrust cases pending in federal courts have been brought to the attention of the ANPA Legal Department:

• Warren County Guide Inc., which publishes shoppers in Northwestern Pennsylvania, charged that the publishers of The Derrick in Oil City, Pa., and The News-Herald in Franklin, Pa., engaged in predatory pricing in connection with their TMC publication, Thrifty Shopper. Because of this, the Guide says, it was forced in 1982 to cease publication of its own shopper circulated in the same area. The Oil City and Franklin newspapers, formerly partners in a joint operating arrangement, are owned by Derrick Publishing Co. [presstime, June 1985, p. 54]. The defendants have denied the allegations.

• Monmouth Communications Corp., publisher of a weekly newspaper in Monmouth County, N.J., charged that the Asbury Park Press Inc. and a subsidiary, Summerfield Operating Co., conspired to set below-cost advertising rates for ADVisor, Summerfield's twice-weekly shopper. Monmouth also alleges the defendants discriminated in prices charged different advertisers. The Press has denied the allegations. □

COURT BRIEFS

• ANPA has joined in filing a friend-of-the court brief with the U.S. Court of Appeals, District of Columbia Circuit, urging it to uphold a federal judge's ruling that The Washington Post did not libel former Mobil Oil Co. President William P. **Tavoulareas.**

The full court has agreed to rehear the case, vacating a decision last April by a three-judge panel of the court that overturned U.S. District Judge Oliver Gasch's ruling [presstime, July 1985, p. 54].

• The National Association of Broadcasters failed in its attempt to gain postponement of a federal appeals court's ruling that overturned the Federal Communications Commission's **"must-carry" rules** [presstime, Aug. 1985, p. 41]. The must-carry rules, which require cable TV operators to include all TV stations in its offerings, were lifted Sept. 10.

NAB, which planned to appeal the decision to the Supreme Court in late September, had sought the stay until the appellate process was completed.

• The Florida Supreme Court has struck down a state rule requiring a publication to have paid circulation to qualify for the **newspaper sales tax exemption.**

"Florida exempts 'newspapers,' and, to borrow from Gertrude Stein, a newspaper is a newspaper is a newspaper," said the court.

The decision came in a case filed by Campus Communications Inc., publisher of The Independent Florida Alligator, a free-circulation newspaper published for students at the University of Florida [presstime, Dec. 1983, p. 16].

• A county judge overturned a jury verdict that **The Kansas City Star** had libeled its former outdoor editor.

In May, the jury had awarded Gary D. Warner $200,000 in actual damages and $75,000 in punitive damages. At issue were articles published after Warner was fired.

Jackson County (Mo.) Circuit Court Judge Julian M. Levitt set aside the verdict on grounds the plaintiff had failed to prove that the newspaper acted with actual malice.

• The Libel Defense Resource Center has updated its state-by-state review of **libel and invasion of privacy laws.**

"LDRC 50-State Survey 1984" also contains reports from the 12 federal circuits. It is available for $75 from LDRC, 708 Third Ave., 32nd floor, New York, N.Y. 10017.

Steep rate increases set for second-class mail

Many newspapers in late September were bracing for stiff increases in some second-class mail rates scheduled for Oct. 1.

The higher rates could be averted by congressional action, but none was on the horizon at press time.

The increases stem from the U.S. Postal Service's having to "adjust" rates in response to decreased congressional funding for the "preferred" mail subsidy. That subsidy is known as the "revenue forgone" appropriation, which benefits newspapers mailed in-county and those mailing less than 5,000 copies outside the county of publication.

Although Congress could adjust the figure later on, by late September it had agreed to spend only $749 million on the subsidy—an amount about $120 million lower than needed to avoid rate increases [presstime, Sept. 1985, p. 38].

An ANPA analysis shows that for a 4-ounce newspaper mailed at in-county, carrier-route-presort rates, the per-copy cost will increase 52 percent, from 2.95 to 4.48 cents.

Other individual components of second-class rates would climb appreciably. For in-county rates, the per-pound fee of 5.8 cents would increase 36 percent to 7.9 cents; the basic piece rate of 3.3 cents would go up 30 percent to 4.3 cents; and the carrier-route-presort piece rate of 1.5 cents would jump 66 percent to 2.5 cents.

For limited circulation—fewer than 5,000 copies mailed outside the county of publication—the basic piece rate of 6.3 cents would increase 35 percent to 8.5 cents; the ZIP-code-presort rate of 3.7 cents would go up 57 percent to 5.8 cents; and the carrier-route-presort piece rate of 1.8 cents would more than double to 3.9 cents.

Postal officials said if Congress subsequently decides to increase the revenue foregone subsidy, USPS would make similar adjustments. "Obviously, if Congress should give us different directions in the days ahead," said John R. McKean, chairman of the USPS Board of Governors, "we would take appropriate action in response to Congress's decision."

However, "while we await such final action," McKean said, "we have no practical choice but to act on the information now available."

ANPA noted in a Sept. 10 "Legislative Alert" to members that an additional option to raising or lowering the rates immediately after action by Congress is the launching by USPS of a new rate case, a proceeding that probably would take at least 10 months and affect all rates.

Although in late September there was no legislative activity concerning the revenue forgone appropriation, Sen. Ted Stevens (R-Alaska) earlier in the month had introduced a bill to delay the increase for five months.

In the discussion stage in Congress were proposals to limit in-county rates to publications whose primary circulation is within the county of mailing. In effect, this would limit in-county subsidies to small-circulation newspapers.

It was earlier reported that such a measure was "supported" by the National Newspaper Association. NNA General Counsel Robert Brinkmann said the association believes that if Congress is "going to try to limit abuse [of the revenue forgone subsidy] by national magazines, then do it that way"—by restricting use of the rates to publications that have most of their circulation in the county. "But we take no position with Congress that they *should* do it," he said. □

Keep paid-subscriber rules, ANPA testifies

ANPA has reiterated its belief before the Postal Rate Commission that paid-subscriber rules are the best way to maintain historical distinctions between second- and third-class mail.

Geoffrey Edwards, publisher of the Journal Newspapers—a group of five daily newspapers in the Washington, D.C., suburbs with combined paid circulation of more than 150,000—submitted testimony on behalf of the Association. He said abolishing the rules would open second-class "floodgates" to "myriad publications that neither wish to commit the resources necessary to get subscribers nor to create the sort of publication that would attract them."

Edwards' remarks were submitted in late September in a case filed by Tri-Parish Journal Inc., which publishes the River Parishes Sun of LaPlace, La. The River Parishes Sun is a free-circulation newspaper that seeks the right to use second-class, in-county rates [presstime, Sept. 1985, p. 6]. □

Recent j-grads feel prepared, study shows

Ninety-five percent of young journalists surveyed by the Southern Newspaper Publishers Association believe their education prepared them adequately or well for their present jobs.

SNPA's Journalism Education Committee surveyed working journalists who had been out of college from three to five years. The findings were reported by Committee Chairman Robert E. Hollingsworth, vice president/planning and development for the Dallas Times Herald, in an SNPA Special Bulletin.

According to the report, 34.3 percent of the 265 survey respondents said their education prepared them "very well" for their current jobs, 40.4 percent said "moderately well," and 20.4 percent said "adequately."

Only 10 respondents, or 3.8 percent, said they were prepared "poorly" and just three, or 1.1 percent, said they were not prepared at all.

Of the respondents, 195 were journalism majors and 70 majored in other fields. Hollingsworth noted that of the 10 who thought their preparation was poor, four did not major in journalism, and of the three who said they had no preparation at all, two took no journalism courses in college.

Of the 195 journalism majors, 87.2 percent said if they had to do it over again they would major in journalism.

Asked which journalism course proved most helpful, the respondents split. Thirty-eight percent said reporting/writing, 10.3 percent said media law and 4.6 percent said basic editing.

Hollingsworth said the 70 respondents who did not major in journalism "appear to be doing well in their jobs and believe their college education at least adequately prepared them for their current careers."

"This finding," Hollingsworth said, "would seem to bolster the theory that no more than 25 percent of a journalism student's college courses should be in journalism, while the other 75 percent should be in the context of a broad liberal education."

Among other findings, 83 percent of the respondents worked on their college papers, and 54 percent worked on their high school newspapers.

More than 60 percent of the respondents said they had worked as interns for newspapers or other media. □

Newspaper Fund starts journalism school search service

The Dow Jones Newspaper Fund has begun a computerized college search service for high school students who are interested in studying journalism.

Students filling out college search questionnaires will receive a small list of journalism and mass communication schools meeting their criteria. Cost of the service is $5.

The questionnaire requires students to select six categories of information out of 15 provided and rank them in importance in choosing a college. The Fund's computer then scans 324 U.S. colleges offering a journalism/mass communications major to select the appropriate schools.

According to Fund Executive Director Thomas E. Engleman, a test of the questionnaire this summer involving 140 high school students revealed the number-one consideration was college cost. (Students are asked to indicate the maximum amount of money they can spend for one year of college.) Second was whether the school offered the particular subject major the student is interested in (news-editorial, magazines, advertising etc.).

Copies of the questionnaire were distributed in September to high school journalism teachers and school newspaper advisors. Additional copies may be obtained from the Dow Jones Newspaper Fund Inc., P.O. Box 300, Princeton, N.J. 08540. □

Curriculum guide available

A new guide to using the newspaper to teach secondary-school science is available from ANPA Foundation.

Similar to previously published curriculum guides for secondary social studies, language arts and mathematics, the science guide may be purchased for $20 in camera-ready form from the Foundation, The Newspaper Center, Reston, Va. □

Correction

In the September issue of presstime (p. 40), the Association of Schools of Journalism and Mass Communication was misidentified as the American Society of Journalism School Administrators. ASJSA and ASJMC were merged in 1984 into one organization carrying the ASJMC name. Presstime regrets the error. □

Press licensing arguments heard

Free press representatives denounced the licensing of journalists in many Latin American countries—and other groups staunchly supported it—during a hearing in a landmark case before the Inter-American Court of Human Rights.

"My argument is a very simple one," said Leonard H. Marks, treasurer and legal counsel of the World Press Freedom Committee, speaking in opposition to licensing at the Sept. 5 hearing in San Jose, Costa Rica. "A licensed journalist is not free. The hand that gave him the license is the same hand that can withdraw the license."

But proponents said establishing criteria for who may work as a journalist helps to ensure that professional standards are maintained.

At issue before the court is the propriety of binding restrictions established by "colegios"—groups of journalists who have the right to set criteria for the practice of journalism. At least 13 Latin American countries have them.

The case stems from American journalist Stephen B. Schmidt's conviction in Costa Rica for practicing journalism without a license because he did not meet the colegio's qualification of graduating from the University of Costa Rica [presstime, Sept. 1985, p. 39].

The Sept. 5 hearing dealt mainly with the question of whether Costa Rican laws are compatible with the 1978 American Human Rights Convention. The convention held that everyone has the "right to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing, in print, in the form of art or through any other medium of one's choice."

ANPA, the American Society of Newspaper Editors and the Associated Press filed a brief in support of a free press. It was supported by the International Federation of Newspaper Publishers.

The brief concentrated on the human rights convention, stating, "If the journalists can only work if they are on a list approved by a government-created 'group,' then the system of representative democracy can be subverted to the loss of individual human rights, not only of the journalists, but of all the society."

Another brief was filed on behalf of the WPFC, the International Press Institute, The Newspaper Guild and the International Association of Broadcasting.

Marks, of the Washington, D.C., law firm of Cohn and Marks, emphasized in his remarks before the seven-member court that a person with a license "has a privilege that can be withdrawn. And if there is to be a basic right of free expression, there must not be a fear of losing one's livelihood. There must not be a fear that the long arm of government will be offended by what that person says, by what he thinks."

Taking an opposing view, the Costa Rican government said colegios are rooted in history. Government officials denied that regulatory measures imposed by such organizations lead to undue restrictions on working professionals.

Costa Rica's Colegio de Periodistas, the colegio of journalists, argued that "journalists who depend on the profession for their livelihood should be subject to professional control." It added that the organization's code of ethics is necessary to maintain journalistic standards.

That point was countered by German C. Ornes, director of El Caribe in Santo Domingo, Dominican Republic, and chief of the Inter American Press Association's Legal Committee. He said governmental legal restraints such as libel laws "impart responsibility to journalists after the fact," and that "such responsibility should not be forced on them before the fact by arbitrary licensing of a select group."

Another hearing may be held on compulsory membership of journalists in a professional organization. □

Firms donate newsprint to La Prensa

Five U.S. newsprint producers are participating in a project to donate newsprint to La Prensa of Managua—the major opposition newspaper in Nicaragua.

Robert L. Bonaparte, vice president of Boise Cascade Corp. in Portland, Ore., said that in addition to his company, Bowater Inc., Garden State Paper Co., Publishers Paper Co. and Crown Zellerbach Corp. have agreed to supply newsprint to the Americares Foundation for shipment to the daily.

Bonaparte said his initial concern was the assurance of delivery to La Prensa. But he reported that the first shipment produced at Boise Cascade's DeRidder, La., mill was recently delivered and run on its press. The five suppliers have donated about 250 tons to the Nicaraguan paper, [presstime, Aug. 1985, p. 12]. □

Iowa papers to get ink tax refund

Iowa newspapers will receive five years of refunds of a now-defunct newsprint and ink tax under a negotiated settlement of a lawsuit. The tax was in effect for 13 years (1970-83).

The refunds will total between $4.3 million and $4.7 million, according to the lawyer who headed the negotiating committee on behalf of the newspapers.

"It's a fair settlement for the newspaper industry and the state," said Robert A. Van Vooren of Davenport, Iowa, who represents Lee Enterprises Inc. The Davenport-based company owns dailies there and in three other Iowa cities.

According to Van Vooren, about 30 newspapers will receive refunds. As of late September, all of them had filed a "proof of claim" of the taxes paid, and the state had begun audits, he said.

Another key part of the settlement leaves intact an exemption newspapers have had since 1970 from Iowa's retail sales tax.

A large chunk of the refund money will go to the former owners of The Des Moines Register, the state's largest daily. The newspaper was sold to Gannett Co. earlier this year.

R&T (Register & Tribune) Liquidation Co. will receive more than $1 million, according to Barbara M. Mack, its secretary and general counsel. Mack said the company's directors have said they will donate part of the refund to public projects.

The settlement grew out of lawsuits filed by the Register and Tribune Co. and other Iowa newspapers to obtain refunds. The Des Moines case was consolidated with several others to form a test case.

In late 1984, Judge Louis A. Lavorato of the state District Court in Polk County ruled that the newsprint and ink tax was unconstitutional and that the newspapers were due refunds.

At the same time, he ruled that the newspapers' exemption from the state's sales tax would have to end because it was enacted in conjunction with the newsprint and ink tax.

Subsequently, he asked the parties to negotiate a settlement that could be agreed to by all of the newspapers that had filed refund claims (presstime, July 1985, p. 65).

Under the settlement, the state agreed that the part of Judge Lavorato's order striking down the sales tax exemption be dropped. "In Iowa today, there is no tax on retail sales of newspapers," Van Vooren said. □

R.I. court upholds ban on liquor prices in ads

The Rhode Island Supreme Court has upheld the constitutionality of a state law prohibiting media in the state from carrying liquor-price advertising.

In its 3-2 decision, the court affirmed a permanent injunction barring The Woonsocket (R.I.) Call from publishing any ads that contain liquor prices.

In a companion case, the court upheld 4-1 the constitutionality of a second law that prohibits holders of state liquor licenses from advertising alcoholic-beverage prices, even if the ads are run in out-of-state media. That case involved a Westerly, R.I., liquor store and The Day of New London, Conn.

The first case dates from 1975 when the Call ran a Massachusetts liquor store's ad that contained prices. The Rhode Island Liquor Association challenged the ad, failed to get a preliminary injunction against the Call but succeeded in obtaining a permanent injunction in November 1984. The Call appealed to the state Supreme Court.

That court based its Sept. 3 decision on the U.S. Supreme Court's opinion in the 1980 commercial free speech case *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*. According to the Rhode Island court, the Call case met the 1980 decision's four-part test for determining the validity of restrictions on commercial speech.

"The crucial question in this case . . . is whether the statute survives analysis under the third facet of the *Central Hudson* test," the court said. "Stated more specifically, does the price-advertisement ban directly advance the state's interest in promoting temperance and controlling the traffic in alcoholic beverages?"

The court concluded that it does. The Call has asked to reargue the case. □

Mercury News, Cal/OSHA settle PCB dispute

In a settlement reached in early September, a California state agency dropped a citation it had issued in May 1984 to the San Jose Mercury News for failing to give its employees written notification of the presence of a polychlorinated biphenyl, or PCB, in their workplace.

The newspaper discovered the contaminant in its yellow ink (presstime, July 1984, p. 50). PCBs are considered a potential human carcinogen by the U.S. Environmental Protection Agency, which limits their manufacture.

In turn, the newspaper dropped its appeal of a second section of the citation, issued by Cal/OSHA in September 1984, for not giving its employees any specific instructions concerning the PCBs found in the ink, such as precautions for handling. It also dropped its appeal of four other sections unrelated to the PCB incident. Cal/OSHA is formally known as the Department of Industrial Relation's Division of Occupational Safety and Health.

The division decided to drop its initial citation, issued pursuant to the state's workers' right-to-know law, because "after it was issued and we had additional information we were able to determine that the quantity (of PCB in the ink) was so low that it did not trigger the (notification) requirements," said A. Margaret Cloudt, Cal/OSHA staff attorney. Cloudt added that she also was told by members of her staff that the particular PCB isomer found in the ink was "insignificant as a health hazard."

The type of PCB in the ink was dichlorinated biphenyl. EPA's maximum allowable level for dichlorinated biphenyl is five times greater than that of other types of PCBs because it does not accumulate in the body and is less likely to stay in the environment.

The ink contamination was traced to the yellow pigment and, ultimately, to pigment supplier Magruder Color Co. of Elizabeth, N.J. Magruder was fined $457,500 by the U.S. Environmental Protection Agency for violations of the Toxic Substances Control Act (presstime, Sept. 1984, p. 33).

In late September, an EPA spokesman said that negotiations between Magruder and the government, which could lead to a reduced fine, were continuing. □

BOC proposes direct-marketing service

The Bell Atlantic regional telephone company wants to enter the direct-marketing business, including telephone sales and direct mail, through a separate subsidiary and has submitted its proposal to the Justice Department for review.

The proposal is a request for a line-of-business waiver from terms of the anti-trust consent decree that split the Bell monopoly. The department will make a recommendation to U.S. District Judge Harold H. Greene, who rules on waiver requests.

W. Terry Maguire, ANPA vice president/general counsel, said the telephone aspect of the direct-marketing proposal has "the greatest potential to run afoul of the ANPA-supported diversity principle" of any of the waivers requested by regional companies to date.

A waiver request was submitted by BellSouth to authorize it to enter the print media business—but not to publish a general interest newspaper.

Earlier, Southwestern Bell asked the Justice Department to review a similar request [presstime, Aug. 1985, p. 41].

In August, Greene approved waiver requests from Bell regionals to allow:

- Bell Atlantic, NYNEX and Southwestern Bell to enter the software business through separate subsidiaries
- NYNEX's and Bell Atlantic's operating companies to offer software services to unaffiliated telephone companies. □

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TELECOMMUNICATIONS NOTES

• The Federal Communications Commission is conducting a major review of its regulatory policy on the provision of data processing and data communications services. The review has been dubbed **Computer III**.

In a notice of proposed rule-making, the FCC proposes "that a more realistic line be drawn between those offerings that will continue to be created under traditional regulatory approaches and those that are to be freed from them."

ANPA is examining the proposal's possible impact on telecommunications services used by newspapers and on electronic information services that some newspapers offer.

Comments in the proceeding are due Oct. 30 and replies Nov. 29.

• Knight-Ridder Newspapers Inc. has created what its says is the **first computer graphics network.** The network eventually will connect each of Knight-Ridder's 29 newspapers as well as other subscribers. The graphics can be retrieved from a central database.

'Shoe' By Jeff MacNelly

OH YEAH?! WELL, WE'LL SEE ABOUT THAT, PAL!!
AARGH!!
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Speeches

David Lawrence Jr.

G. Barry Bingham Jr.

Thomas Winship

John Polich

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Role of the Ombudsman in Addressing Newspapers' Credibility Problem
David Lawrence Jr., publisher and chairman, Detroit Free Press. Organization of News Ombudsmen annual convention, Minneapolis, June 18.

Effects of Consumer Trends on Newspaper Advertising
Robert S. Goodale, president, Harris-Teeter Super Markets Inc., Charlotte, N.C. Mid-Atlantic Newspaper Advertising and Marketing Executives semiannual meeting, Charlotte, Aug. 17.

From the National Association of Black Journalists annual convention, Baltimore, July 31-Aug. 4:

Four Ways Publishers Can Encourage the Hiring of Minorities
G. Barry Bingham Jr., publisher and editor, The Courier-Journal and The Louisville Times

How Newspapers Can Become a More Vital Force in Everyday Life
Thomas Winship, inaugural fellow, Gannett Center for Media Studies, New York City, and former editor, The Boston Globe.

From the International Newspaper Advertising and Marketing Executives summer sales conference, Milwaukee, July 28-31:

The Future Is Now for Newspapers
INAME President John A. Wolf, senior vice president, Dallas Times Herald

National and General Advertising As We See It Today
John B. Parichy, vice president/advertising, The Philadelphia Inquirer; A. Dale Bowen, general advertising manager, The Virginian-Pilot and The Ledger-Star, Norfolk, Va.; and Mac Morris, vice president/national sales, Newspaper Advertising Bureau, New York City

Classified Advertising: Current Programs, Strategies and Future Opportunities
Herbert G. Barger, director/classified advertising, Houston Chronicle; and Eric Anderson, vice president/classified, NAB, New York City

Retail Advertising: Where the Opportunities Are
Edward H. Harrell, assistant general manager, Pittsburgh Press Co.; and Alfred Eisenpreis, vice president/ retail marketing, NAB, New York City

New Technology Applied to More Effective Marketing
Norman R. Kirk, advertising director, The Toronto Star; Dean R. Bartee, senior vice president/sales and marketing, San Jose (Calif.) Mercury News; N.S. (Buddy) Hayden, president, AD/SAT, Los Angeles; William S. Hensley, director/advertising sales, The Washington Post; Donald Barnes, manager/display advertising, The Baltimore Sun; and Charles M. Kinsolving Jr., vice president/marketing and new technology, NAB, New York City

Advertising Agency Direct On-line Ad Entry
Dean R. Bartee, senior vice president/sales and marketing, San Jose (Calif.) Mercury News

An Overview of Newspaper Advertising: The State of the Business, the Competition and Future Plans
Craig C. Standen, president, NAB, New York City

In Support of National Advertising Sales
John Polich, president, Simmons-Scarborough Syndicated Research, New York City.

10-year forecast: mostly sunny

BY CRAIG C. STANDEN

Charles Kinsolving, the Newspaper Advertising Bureau's vice president for marketing/new technology, recently told a group of newspaper advertising executives what he believes the media business and the media environment will look like in 1995.

I'd like to share some of his predictions with you, and in some cases add a comment or two of my own.

It certainly looks like we're in for an exciting 10 years. To begin, most authorities expect advertising expenditures will continue to increase more rapidly than the gross national product. More specifically, Charlie projects total U.S. ad revenues to increase from about $95 billion this year to $207 billion in 1985, while the daily newspaper segment will grow from $25-26 billion to $54 billion in the same period.

Daily newspapers' share of the total ad market will drop by 1 percent (from 27 to 26 percent) in that span, he predicts, but newspapers will still be the number one advertising medium. Our closest competitor, television, which has been increasing its share steadily since 1950, may actually lose share because of competition from cable-TV and videocassette recorders, and because of the "zapping" of commercials.

But while our share of the market won't change very much, the market itself will. Charlie sees a continuation of the change in daily newspaper ownership from families to newspaper groups—from 50 percent group-owned in 1970 to over 70 percent today and about 85 percent by 1995.

And that's not all. Newspaper companies are not only buying other newspaper properties but they are also increasingly diversifying into other media—radio, television, cable. At the same time, companies from other media are diversifying into newspapers. The FCC's recent relaxation of ownership restrictions for broadcast stations has intensified the trend toward media conglomeration all along the line.

"More and more merger deals will cross media lines resulting in a media industry where a handful of companies will control most of the media," he says. "By 1995, 90 percent of all communications assets will be in the hands of 15 major conglomerate companies."

He adds that these 15 companies won't all be "media companies" in today's sense of the word; for example, he expects AT&T and IBM to be among the 15.

Despite the concentration of ownership, the consumer of 1995 will be able to choose both information and entertainment from a far greater number of sources than are available today.

Sixty-five percent of U.S. households will have access to cable programming. In addition to these 67 million cable households, another 6 million homes will have satellite dishes. Both cable and satellite dishes represent possible pay-per-view audiences for such things as major sports events and first-run movies, and Charlie expects that pay-per-view will contribute $2 billion of cable's estimated total 1995 revenues of $28 billion.

Although there are currently 32 basic cable services and 12 pay services in operation, research shows that even when viewers have 100 channels available, they use only six or seven, and that includes commercial channels. Because of this, he predicts cable will shake out to about 20 basic services and perhaps six pay services.

The number of cable channels may decrease, but cable will grow as an advertising medium, with over $5 billion in advertising revenues by 1995. Cable's national advertising dollars most likely will come—as they do today—from a reallocation of TV advertising budgets. On the local level, however, cable will be in direct competition with newspapers.

With the establishment of local interconnects between systems, cable advertising sales people will be able to offer both national advertisers and local retailers coverage of geographic areas custom-packaged by towns, county or metropolitan area—or by specific ZIP codes or demographic characteristics. Newspapers will have to be ready to meet this competition.

In terms of consumer lifestyles, perhaps the biggest change of all in the next 10 years will be brought about by the videocassette recorder. VCRs, present in about 25 percent of U.S. homes, already have revolutionized home video by giving the consumer not only more viewing options, but also more control over when and how programs are viewed.

The pay cable industry has been hurt by the phenomenon. VCR owners are taking an average of 1.3 pay channels instead of two or three. VCR ownership may also be having an effect on moviegoing, and what affects moviegoing eventually will affect newspaper advertising.

By 1995, more than 70 percent of U.S. television households will own a VCR.

We don't know how these predicted changes will affect newspapers, either editorially or in terms of advertising. But I do believe that everyone in the newspaper business ought to be aware of the changes that are likely to occur, and ought to be thinking about what they might do to our business.

Next month, I'll bring you up to date on Charlie's forecast concerning home computers, telecommunications and electronic publishing. Meanwhile, if you'd like a copy of his talk, write to me and I'll send you the text. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Most Canadian dailies adopt ad units

Ninety-eight of Canada's 111 daily newspapers were expected to have changed their advertising formats to conform to the Canadian Newspaper Units system by the Oct. 1 implementation date.

All 95 of the nation's broadsheet newspapers will have changed to the six-column CNU advertising format, McLing Johnston, central sales manager, national for the Newspaper Marketing Bureau, reported in late September (presstime, June 1985, p. 19). In addition, three of the country's 16 tabloid dailies will have changed to a five-column format as recommended for tabloids, she said.

Johnston noted that 10 of the broadsheet newspapers have adopted the six-column format for their classified sections, although the system was designed for display ads.

No precise figures were available for Canadian weeklies. Charles J.C.R. McKnight, director of the Presentation Bureau of the Canadian Community Newspapers Association, said "maybe 60 percent" of the approximately 800 English-language weeklies will have adopted the format as of Oct. 1, with the rest able to accommodate ads in CNU sizes. □

Progress made in Philadelphia at two strikebound dailies

A federal mediator scheduled a night meeting Sept. 25 between management of the two Philadelphia dailies and an independent mailers' union in what was characterized as an "all-out effort" to resolve a mailroom manning issue in a strike that closed the newspapers Sept. 7.

"We hope we are in the homestretch with the mailers on this difficult and intricate issue," said William W. Broom, vice president/public affairs of Philadelphia Newspapers Inc.

Another major strike—against the Chicago Tribune, which began July 18—also was continuing at press time with the newspaper maintaining publication and distribution.

In Philadelphia, agreements on non-economic issues had been reached by late September with all of the nine striking unions except the mailers, who are represented by the Newspaper & Magazine Employees Union. Economic issues had not been resolved.

The strike against The Philadelphia Inquirer (morning, circulation 519,621) and Philadelphia Daily News (evening, 284,253) was called by the Council of Newspaper Unions at the papers.

The 4,172 striking employees are represented by locals of the International Typographical Union, the Graphic Communications International Union, The Newspaper Guild, Teamsters, the International Association of Machinists and the independent mailers' union.

Sam S. McKeel, president of the newspapers, said at the beginning of the strike that most of the major issues "obviously affect not just this contract period but the future of the company." For example, the council's demand for a sympathy strike clause "would give unions the right to violate their contracts whenever they want to," he said. "There would be no value in even having a contract if that were the case."

Other non-economic issues cited by McKeel were union demands for manning levels and hiring by union officials instead of management.

The first economic proposal by the council prior to the strike was a demand for a $200-a-week wage increase and other benefits ranging from increases in time off to overtime pay for all vacations.

The strike is the second one at the newspapers this year [presstime, May 1985, p. 74].

The newspapers also had one-day strikes in 1982 and 1979, and a 23-day strike in 1977. Philadelphia Newspapers Inc. has suffered more strikes—11—since 1970 than any other U.S. newspaper operation, according to ANPA records.

The strike is having its effect on trade in Philadelphia. Donald C. Fair, vice president/communications for the Chamber of Commerce, said "Retailers are telling us this is hitting them at a very critical time," with back-to-school and other sales in progress, he said.

The real-estate, job-recruitment and entertainment businesses also are "hurting quite a lot," said Fair, who noted that visits by a "West Side Story" touring company and by an ice-skating troupe headed by former Olympian John Curry had been canceled because the two shows rely heavily on newspaper advertising.

A 16-to-20-page tabloid called the Philadelphia Press began appearing in the city Sept. 19. It is being published by a former editor at the now-defunct Philadelphia Bulletin.

In Chicago, negotiations are continuing with three unions representing printers, pressmen and mailers [presstime, Sept. 1985, p. 54]. The Tribune has placed "help wanted" ads in trade journals seeking offset press operators and offering minimum salaries of $535 a week. Otherwise, "It's pretty much business as usual," said spokeswoman Ruthellyn Roguski.

—Clark Newsom

Joel Grossmann, The Guild Reporter

Workers walk the picket line in front of the Inquirer and Daily News building in disputes over new labor agreements.

ITU president says union will take time to regroup

The five-member executive council of the International Typographical Union is back to the day-to-day business of running the union after devoting most of its time in recent months to debating the wisdom of merging with the Teamsters. That issue was put to rest when the membership rejected the proposed merger by a 2-to-1 margin.

"We need a little time to regroup," ITU President Robert S. McMichen said. "Once we're confident we've cleared the decks of any lingering problems and have everything operating smoothly, we're going to get back to the table and work out the kind of merger that ITU members want and need."

No merger activity is expected for the remainder of the year for that and several other reasons. For one thing, October is the ITU's traditional time to hold area conferences for its members. This is the first year in recent history that a union-wide convention has not been held, and the area conferences have taken on new importance. (The next convention, which is now a biennial event, is scheduled for Aug. 8-15, 1986, in Hershey, Pa.)

The most often mentioned merger partner for the ITU, the Graphic Communications International Union, also is tied up in internal matters. The GCIU will be electing a new president in December. (See box, above right.)

Another upcoming event is the biennial AFL-CIO convention Oct. 28-31 in Anaheim, Calif., which will be attended by McMichen and four other ITU delegates. It is expected that some groundwork will be done there for future merger discussions. AFL-CIO President Lane Kirkland has pledged that the federation will "continue to assist the ITU to maintain the high standard of representation of its members who face a time of challenge and change in the publishing industry."

The certified results of the ITU-Teamsters merger vote have not been announced by the American Arbitration Association, which handled the distribution and counting of ballots [presstime, Sept. 1985, p. 53]. The preliminary tabulation Aug. 27 showed the merger was rejected 34,234 to 17,547. Nearly 3,000 additional votes were challenged, mainly by pro-Teamsters observers, and were not counted immediately. The challenged ballots were far insufficient in number to affect the outcome.

Douglas W. Grey, president of Toronto Typographical Union No. 91, said his members voted 824 to 68 against the merger and that the courtship between the ITU and Teamsters is over—at least for the time being. "It may raise its head again if we're unsuccessful in merging with another organization, but that would be well into the future," he said.

Those who were in favor of the merger blame their defeat on the large number of ITU retirees who voted against it. The retirees comprise nearly 50 percent of the union's 74,000-person membership. As of Dec. 1, 1984, the union had 40,518 working members, 26,340 of them at newspapers.

The Teamsters issued a statement saying the vote indicated that the "active working membership of the ITU cannot determine the future of its own union."

In another ITU development, hearings before Arbitrator Joseph M. Samoff on the discharge of former international representatives and employees was rescheduled for Oct. 1-3 in Washington, D.C. [presstime, July 1985, p. 60].

ITU Review

American Arbitration Association employee checks some referendum ballots.

Norton named acting GCIU president

James J. Norton became the acting president of the Graphic Communications International Union Aug. 29, succeeding Kenneth J. Brown.

James J. Norton

Norton said he will stand for election in December to complete the term that runs to June 1988. He is expected to be unopposed.

Norton, who once worked as a photoengraver at The Boston Globe, was secretary-treasurer of the Graphic Arts International Union before that union merged July 1, 1983, with the International Printing and Graphic Communications Union. He has been the GCIU's financial/recording secretary since the merger.

The acting president, like his predecessor, is an advocate of "one big union" in the printing industry.

Brown announced his retirement last May [presstime, June 1985, p. 88].

Globe newsroom votes for Guild

Newsroom employees of The Boston Globe recently voted 110-3 to affiliate with The Newspaper Guild.

The employees previously were represented by the American Federation of News Writers, Reporters and Editorial Workers Union No. 21432, a directly chartered AFL-CIO union. The election was supervised by two representatives of the AFL-CIO, which encouraged its local to affiliate with the Guild.

The Guild already represents advertising, business and circulation employees at the newspaper.

Recent contract settlements

Atlanta Constitution and Journal, ITU: Three-year agreement covering mailroom employees; retroactive to July 1, 1984.

Detroit Free Press, GCIU, Guild, ITU: Four three-year agreements covering composing room, pressroom, mailroom and editorial and commercial employees; retroactive to June 18, 1984.

Milwaukee Journal and Sentinel, Guild: Initial one-year agreement covering editorial employees; retroactive to July 28, 1985.

(Details in October 1985 ANPA Labor & Personnel Relations Letter)

Federal judge modifies award in Newark wage dispute

A federal judge has modified an arbitrator's award in a wage dispute between The Star-Ledger of Newark and Typographical Union No. 103.

The company had filed the suit to either vacate or modify Arbitrator Howard M. Golob's award granting union members a 1984 wage increase of $63.93 per week. U.S. District Judge Dickinson R. Debevoise reduced that amount to $46.64.

The labor agreement between the Star-Ledger and the union provided that the 1984 increase would be based on the average increase received by members of New York City Typographical Union No. 6 working at The New York Times, the Daily News and the New York Post. Each of those papers had agreed to a $38 increase, and in the case of the Times, a $25.93 early-signing bonus was tacked on.

In its appeal to U.S. District Court, the company contended that the award was "irrational and frivolous" because the arbitrator did not, in accordance with the labor agreement, average the increases received at the New York papers but rather awarded the full increase (including the early-signing bonus) received by employees of the Times.

Judge Debevoise noted that courts have a "very limited" role in reviewing arbitration awards. He pointed out that courts do not examine the merits of an award but instead are limited to confirming that an award "draws its essence" from the labor agreement; is not tainted by fraud, partiality or other misconduct on the part of the arbitrator; does not violate a specific law; is not too vague; and is consistent with public policy.

Debevoise said that the arbitrator "seemed to conclude" that of the employees represented by Typographical Union No. 6, only those at the Times received a wage increase, and that the Star-Ledger employees were therefore entitled to the full amount of the Times pay hike. "I find this reasoning to be erroneous," the judge said, "and in manifest disregard of the unambiguous language" of the labor agreement.

Debevoise ruled that the proper increase for Star-Ledger employees was the average of the three wage increases—$38 plus $38 plus $63.93 divided by three, or $46.64.

"I fully recognize that in order to disturb an arbitrator's award a court must overcome a strong presumption in favor of the award," Debevoise said. "However, the standard for review of an arbitrator's award discussed earlier provides for such disturbance where the arbitrator has displayed a manifest disregard for the contract he is asked to interpret."

The union has appealed Debevoise's ruling to the 3rd U.S. Circuit Court of Appeals.

(Newark Morning Ledger Co. v. Newark Typographical Union, USDC NJ Civil 85-1089) □

Massachusetts court upholds firing at Christian Science Monitor

The Massachusetts Supreme Court has upheld The Christian Science Monitor's right to fire a writer because of her refusal to seek "healing" of her homosexuality.

The Boston-based Monitor is published by the Christian Science Publishing Society, which is owned by the First Church of Christ, Scientist. (See story, p. 12.)

The court found that the newspaper is an activity of the church. Therefore, the court ruled, the Monitor was within its rights in firing Christine Madsen in January 1982 because of its constitutionally protected freedom of religion.

The decision to fire Madsen because of her sexual preference "can only be construed as a religious one, made by a church as employer," the court said.

But the court said Madsen could pursue a new hearing on several other "tort" claims, including defamation, invasion of privacy and infliction of emotional distress.

In a 1983 case, a U.S. District Court dismissed a suit by a job applicant who charged that the Monitor discriminated against him because of his religion. In that case, the court found that the newspaper is exempt from regulation under Title VII of the Civil Rights Act of 1964 [presstime, March 1983, p. 46]. □

Court rejects 'comparable worth' in AFSCME case

A lower-court ruling that sided with the concept of "comparable worth" has been overturned by a three-judge panel of the 9th U.S. Circuit Court of Appeals.

U.S. District Court Judge Jack E. Tanner had ruled in 1983 that Washington state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills [presstime, March 1985, p. 24].

The class action suit affecting about 15,500 workers had been brought by the American Federation of State, County and Municipal Employees.

"Neither law nor logic deems the free market system a suspect enterprise," the appeals court said. "Economic reality is that the value of a particular job to an employer is but one factor influencing the rate of compensation for that job. Other considerations may include the availability of workers willing to do the job and the effectiveness of collective bargaining in a particular industry."

Title VII of the Civil Rights Act of 1964 does not obligate the state to eliminate "an economic inequality which it did not create," the court said.

AFSCME said it will appeal the ruling to the U.S. Supreme Court unless the full 9th Circuit reconsiders the panel's unanimous decision.

In another setback for proponents of comparable worth, a Royal Commission in Canada said that moves toward the principle of equal pay for work of equal value should not be started until more research is done.

(American Federation of State, County, and Municipal Employees v. State of Washington, USCA9 Nos. 84-3569, 3590) □

Nominated for NLRB

President Reagan has nominated James M. Stephens, 39, to be a member of the National Labor Relations Board for a term expiring Aug. 27, 1990.

Stephens has been labor counsel to the Senate Committee on Labor and Human Resources since 1981. Previously, he was associate minority labor counsel to the House Education and Labor Committee.

If confirmed by the Senate, he will fill the vacancy created by the resignation of Robert P. Hunter [presstime, Aug. 1985, p. 49]. □

NLRB judge finds creating position without bargaining violated act

The Cincinnati Enquirer is appealing an administrative law judge's ruling that the newspaper violated labor law by appointing a new deputy features editor without bargaining with the union that represents editorial department employees.

Two other rulings also are being appealed to the National Labor Relations Board.

Local 9 of The Newspaper Guild was certified Dec. 24, 1984, to represent the employees, who had previously been represented by an independent union.

Assistant features editors are included in the bargaining unit, and there were four of them in the "Tempo" department at the time the union was certified. One of the four subsequently left the department to become business editor. In March 1985, the company announced the appointment of a new deputy features editor—a supervisory position excluded from the Guild's bargaining unit.

The union complained that the company unlawfully had changed an assistant features editor's position in the unit to a supervisory position.

Administrative Law Judge John H. West agreed with the union that the creation of the deputy features editor's position without bargaining with the union violated the Taft-Hartley Act. He recommended that the board order the company to rescind the change and to bargain over any contemplated changes in the working conditions of employees in the unit.

In the two other complaints, West found the company had violated the act by denying the Guild access to office mailboxes for the distribution of union material, and by changing the wire editor's duties. He recommended that the company be ordered to reimburse the Guild for postal expenses and to "make whole" any unit employee who lost wages as a result of changes in the wire editor's job.

(The Cincinnati Enquirer Inc. and The Cincinnati Newspaper Guild, ID-268-85)

NLRB election policy upheld

A federal appeals court has upheld the NLRB's return to a rule that misleading statements made during an organizational campaign will not be grounds for setting aside a representation election unless they involved forged documents or claims that the board was partial.

The 9th U.S. Circuit Court of Appeals ruling came in a case involving Best Products Co.'s Campbell, Calif., facility, where the United Food and Commercial Workers' union won an election.

The company sought to have the election overturned on grounds that the union made misrepresentations about wages at a unionized competitor of Best. The union also alleged that Best had threatened to close its facility if the union won the election.

The NLRB dismissed the company's objections to the election, relying on its 1982 decision in another case, *Midland National Life Insurance Co.* The court affirmed that the so-called *Midland* rule was a rational interpretation of the Taft-Hartley Act and that the board had correctly applied the rule in Best's case.

(NLRB v. Best Products Co. Inc. USCA9 No. 84-7645)

NLRB election

Spokane Chronicle and Spokesman-Review, ITU: Part-time mailroom employees voted 20-1 in favor of becoming part of an existing bargaining unit of full-time journeymen and apprentices represented by Mailers' Union No. 91.
(NLRB Case No. 19-RC-11223)

Court overturns jury's damage award in age-bias case

The 4th U.S. Circuit Court of Appeals has overturned a federal jury's award of $149,000 to a former circulation department district manager of The Daily Press of Newport News, Va.

James B. Bristow, who was 64 when he resigned from the company in 1981, sued his former employer under the Age Discrimination in Employment Act. A U.S. District Court jury found that the company had forced his resignation [presstime, Aug. 1984, p. 51].

Reversing the jury verdict, the appeals court said Bristow "demonstrated little more than job dissatisfaction, which will not support a constructive discharge claim." A "constructive" discharge occurs when "an employer deliberately makes an employee's working conditions intolerable and thereby forces him to quit his job," the court noted.

"Every job has its frustrations, challenges and disappointments, these inhere in the nature of work," the court added. "An employee is protected from a calculated effort to pressure him into resignation through the imposition of unreasonably harsh conditions, in excess of those faced by his co-workers. He is not, however, guaranteed a working environment free of stress."

At most, the court said, Bristow experienced problems in managing his district, but no "reasonable person" would have found the job intolerable, because the problems faced by Bristow were not unique to circulation work. His resignation was due to nothing more than "universal workaday frustrations," the court concluded.

(Bristow v. The Daily Press Inc., USCA4 Nos. 84-2021[L], 84-2039)

Deliverer ruled not an employee

The Michigan Employment Security Board of Review has upheld the position of The Mining Journal of Marquette that a rural-route delivery driver was not an employee for purposes of unemployment compensation entitlement.

The board noted, among other things, that the claimant provided his own transportation, never received a bonus or holiday pay, and was free to add or delete customers.

The board also noted that the newspaper did not maintain any records pertaining to rural drivers because they were not considered employees. "The record establishes that [the] employer exercised minimum control over the claimant's work," the board said.

The claimant was expected to deliver the newspaper to subscribers prior to 5 p.m. on weekdays and 8 a.m. on Saturdays. However, the board noted, he was given "considerable latitude" in his starting time.

The board's decision reversed a referee's ruling.

Goss finds cause and solution to cracked press folders

A design defect in Goss 3:2 press folders has prompted the manufacturer, Graphic Systems Division of Rockwell International Corp., to issue a warning and precautions to its customers. The company said the problem poses "a serious potential safety hazard" in that segments of defective folders can break off during high-speed press runs.

The problem with the defective folders is serious not only because of the obvious physical threat to personnel but also because a crippled folder potentially can bring a press to a standstill.

Two defective folders have thrown metal, according to Les A. Kraft, Goss vice president and general manager, and serious cracks have been found in 34 other installations.

In a series of letters, Goss advised customers with the 3:2 folders to:

- Conduct metallurgical tests on the devices
- Slow down the presses to 50,000-55,000 copies per hour if cracks were detected
- Install metal guards around portions of the defective folders.

Goss has instituted a program whereby folders with serious cracks will be replaced and those with minor or no cracks will be modified at no cost to the customer. The firm said it will also reimburse newspapers for the cost of the metallurgical tests.

The problem with the folders first surfaced in June at The Oregonian in Portland, Kraft said, where serious cracks were detected in the paper's 3:2 folder. Within two weeks, folders at The Boston Globe and The Orange County Register in Santa Ana, Calif., threw off pieces of metal.

Goss officials originally believed the incidents were isolated, Kraft said, but replacement orders for existing folders raised suspicions. "We've never replaced a folder" in the 28 years since the 3:2 device was designed, he said. (A 3:2 model yields three folded copies of a newspaper for every two revolutions of the folder.)

Subsequent tests at other newspapers confirmed that the problem was more widespread. In July, the firm sent out the first of the letters to its customers.

To date, 58 percent of the 720 existing 3:2 folders in use have been tested, Kraft said, with 34 of them showing "critical cracks." Although the folders range in age from 18 months to more than 25 years, "the majority of the cracks have been found in folders less than 10 years old."

The exact cause of the problem remains a mystery, but Kraft said evidence gathered thus far points to three suspects:

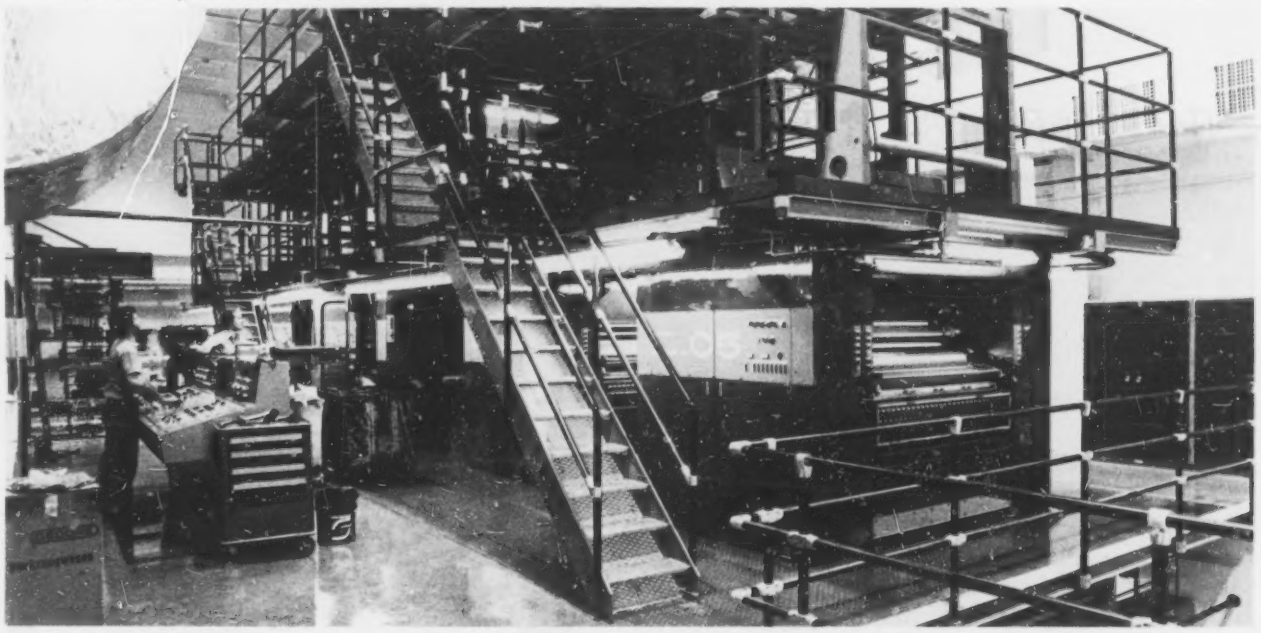
- The larger size of the newspaper products the folders must handle
- The high speeds of newer presses
- The folder jams caused by water-dampened newsprint.

Kraft said the bulk of the problems with the folders has been at larger metropolitan newspapers.

"The plants in which the cracks have been found are the fastest, hardest-running with the largest products," he said.

The progam of testing and replacing defective folders is continuing, Kraft said, adding, "If our estimates (on the number of defective folders) are correct, we could have this behind us within a year."

—Paul Kruglinski



On Sept. 16, the Herald-Telephone of Bloomington, Ind., became the first North American newspaper to be printed with a Koebau Express 50 offset newspaper press. The five-unit, $3.9-million press was made by Koenig & Bauer AG of Wuerzburg, West Germany.

Moving dampener motors solves problems on press

There's always room for improvement, as the saying goes. This is especially true on machinery as complex as newspaper presses. Oftentimes, newspaper mechanics must alter press designs slightly to correct engineering oversights by the manufacturer.

Such was the case at The Columbian in Vancouver, Wash., where mechanics changed the orientation of the dampener motors to solve some production problems on the daily's six-unit Goss Metro offset press.

The Columbian's is an early model Metro with an arch dampening system. The system's motors were originally mounted in a horizontal position under the press control console, said Ray Maly, vice president/operations. The horizontal position caused several problems:

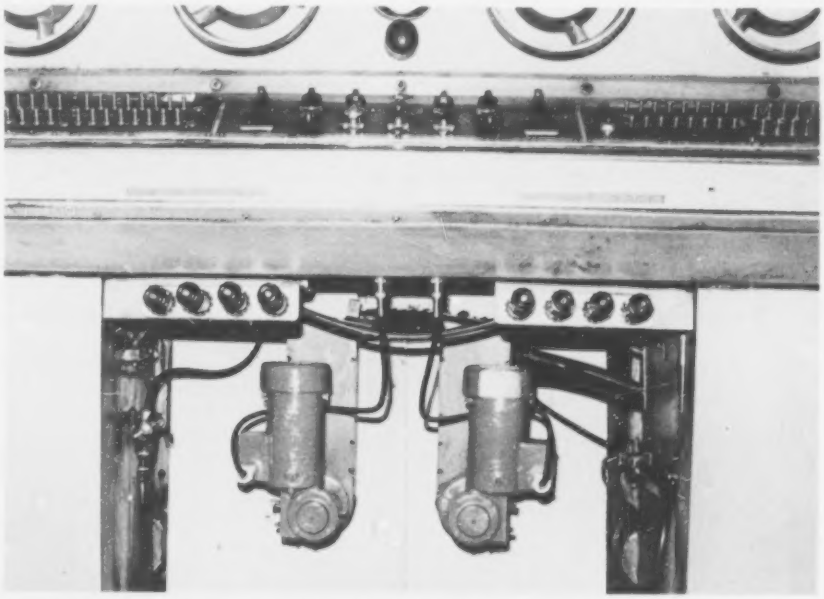
- The motors would stop regularly because of gearbox oil contaminating the armature and field windings.
- Charred oil in the windings caused the motors to overheat and short-circuit.
- The pressmen had difficulty checking one of the motor's brushes because its position was obscured.
- Brushes were difficult to remove.

To solve these problems, The Columbian's mechanics merely rotated the motors and brushes 90 degrees, Maly said. They also designed and installed a new mount that enabled the motors to be dropped into the arch opening, and they wired the motors with quick-disconnect plugs to facilitate their being changed.

With the motors in a vertical position, gearbox oil cannot contaminate the armature and field windings, he said. Consequently, the motors no longer overheat. The time needed to check motors has been reduced from as much as seven hours to two hours. And the time required to change a motor was reduced from one hour to five to 10 minutes.

"These changes have decreased brush wear, motor overheating, frequency of maintenance and replacement of (power supply) panels," Maly said. "The cost of this modification to The Columbian was approximately $5,400 for all six units."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. □



The vertical dampener motors are now positioned out of harm's way.

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New brakes improve small press operations

Smaller newspapers have borrowed a press-brake technology developed for newsprint mills to improve the operation of their Goss Community, Suburban and Urbanite offset presses. The new, non-asbestos brakes allow the presses to run safely at much higher speeds than their original design.

The brake, called the Green Gripper Brake Block, is designed to replace the wooden brake blocks that are standard with the smaller Goss presses, according to Gordon Etchell, president of Pathfinder Graphic Associates Inc. of Justin, Ill.

The press brakes are needed to apply tension to the webs to control them as the press is being run.

The brakes are more important than ever today because advances in technology have increased press speeds. Originally, the Goss Community was designed to produce 8,000 copies per hour, Etchell said, but today these same presses can operate at 30,000 cph.

"The design of the (wooden) brake, however, is unchanged," he said. Consequently, the faster presses frequently encounter problems controlling the webs, increasing the risk of wooden blocks catching fire and requiring more frequent replacement of those blocks.

About three years ago, Pathfinder developed the concept for the Green Gripper but had difficulty finding the correct materials to use, Etchell said. "We were looking for the right material to do the job."

The firm contracted with Scan-Pac Manufacturing Co. of Mequon, Wis., to make a new brake block composed of fiberglass and metal chips of bronze and zinc. Scan-Pac uses similar material to make the brakes for the rewind machines at newsprint mills.

The Green Grippers maintain their friction level even when heated to high temperatures, Etchell said.

The fiberglass and metal-chip brakes cost more than wooden ones ($30 versus $7), he said, but they last longer. Typically, a wooden brake used three shifts per day might function for four to six months, he said. "We would expect a normal life of two to three years" for the Green Gripper operating under similar conditions.

The Green Gripper Brake Blocks are not supposed to squeal like wooden brakes, but some newspapers said they can squeal just as badly. However, the newspapers currently using Pathfinder's brake blocks are pleased with their performance.

"We were wearing out our wood (brakes) pretty quickly," said Larry Appleby, Community pressroom foreman for Phoenix Newspapers Inc. "These are definitely better than wood as far as wear."

Darrell A. Shoemaker, pressroom foreman for The Grants Pass (Ore.) Daily Courier, said the blocks "brake very well" and "don't give off the odor of some competitor's blocks."

Like other pressroom supervisors, Shoemaker finds the relative safety of the materials used to make the blocks a source of comfort. "That's something we have to be concerned with these days," he said. □

TECHNOLOGY CALENDAR

• **Web Tech U.S.A.**, a conference on web lithography, will be Oct. 2-3 at California Polytechnic State University, San Luis Obispo, Calif.

• **The International Newspaper Conversions Group** will meet Oct. 16-18 at the Vista International Hotel, Kansas City, Mo.

• **Gutenberg International**, a graphic arts show, will be Oct. 17-19 at the Convention Center, Washington, D.C.

• **Typetronics '85**, a National Composition Association conference on text processing and typesetting, will be Oct. 21-22 at the Washington Plaza Hotel, Washington, D.C.

• The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.

• The **Society of Photographic Scientists and Engineers** will hold a symposium on prepress technology Nov. 19-21 at the Marriott Crystal Gateway Hotel in Arlington, Va.

• **Digital Equipment Computer Users Society (DECUS)** will meet Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.

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Correction

The July issue of presstime misidentified Steve Schuster of Chemco Photoproducts Co. He is vice president/marketing. Presstime regrets the error. Chemco also notes that its marketing agreement with ECRM, reported in the July issue, is exclusive to the newspaper business in the United States. □

Offset papers gain in share of newspaper circulation

Offset presses are printing an increasingly larger share of U.S. daily newspaper circulation.

According to statistics compiled by ANPA, nearly 55 percent of all copies of U.S. dailies are being printed this year by offset. This compares with 36.6 percent in 1978. Offset passed the 50-percent mark four years ago [presstime, Dec. 1982, p. 41].

However, the newest figures indicate that many larger circulation newspapers still find letterpress a viable printing process. While 34.6 million copies of newspapers are printed by 1,385 offset dailies, 22 million newspapers are printed by 275 letterpress operations. (See charts.) □

Circulation of U.S. daily newspapers by printing category

	Circulation	%
Offset	34,637,654	54.98
Letterpress	22,087,420	35.06
Letterpress and offset	6,270,334	9.95
Total	62,995,408	99.99*

*Does not equal 100 percent because above figures are rounded off.

Offset and letterpress printing at U.S. daily newspapers

Circulation (thousands)	Offset	Letterpress	Letterpress and offset	% Offset	% Letterpress	% Letterpress and offset
0-5	221	4		98.22	1.78	
5-10	419	8	1	97.89	1.87	0.23
10-15	235	13		94.76	5.24	
15-20	149	17	1	89.22	10.18	0.6
20-25	83	17		83.0	17.0	
25-30	59	18		76.62	23.38	
30-35	44	16		73.33	26.67	
35-40	35	19	1	63.64	34.55	1.82
40-45	28	16	1	62.22	35.56	2.22
45-50	13	17		43.33	56.67	
50-75	41	57	3	40.59	56.43	2.97
75-100	18	14	1	54.55	42.42	3.03
100-125	9	16	4	31.03	55.17	13.79
125-150	5	16		23.81	76.19	
150-200	6	9	1	37.5	56.25	6.25
200-250	6	6	6	33.33	33.33	33.33
250-300	5	3	1	55.56	33.33	11.11
300-350	1	3	1	20.0	60.0	20.0
350-400			2			100.0
400-500		1	3		25.0	75.0
500-600	1	2	1	25.0	50.0	25.0
600-700	2	1		66.67	33.33	
700-800	1		1	50.0	50.0	
800-900						
900-1,000	1	1		50.0	50.0	
1,000	3	1		75.0	25.0	
Total	1,385	275	28	82.05	16.29	1.66

Source: ANPA, *1985 Editor & Publisher YearBook*

London's Daily Mail to print flexo

The Daily Mail of London will become the largest-circulation newspaper in the world to be printed flexographically if negotiations with printing unions and for land to build a new printing facility are successful.

Associated Newspapers Group, publisher of the 1.9-million circulation daily, has entered into a preliminary agreement with Koenig & Bauer AG of Wuerzburg, West Germany, and Windmoeller & Hoelscher of Lengerich, West Germany, for eight presses with an option for two more. Each press will consist of four units, one color deck and one four-color satellite unit with a production capability per press of 64 pages in a straight run.

The presses will be engineered so that they can be run as true flexography newspaper presses using water-based inks or as tradtional letterpress presses using oil-based inks.

Installation will begin next year. □

The Lovington (N.M.) Daily Leader recently retired its 1957-model Gemco Vanguard press, the third offset press at a U.S. newspaper and the last of the original models used. It was installed at the family-owned newspaper just before current Publisher John D. Graham (above), 26, was born.

Transportation

UTU may strike U.S. rails this month

Barring a settlement or congressional action, the United Transportation Union could strike U.S. railroads when a 60-day cooling-off period expires Oct. 29.

A strike was averted in August by President Reagan's appointment of a special emergency board, which automatically put the cooling-off period into effect.

The President has no authority under the Railway Labor Act to prevent a strike after that period. Legislation would then be needed to prevent a walkout.

The UTU in August rejected arbitration by the National Mediation Board [presstime, Sept. 1985, p. 60]. In late July, the union turned down a tentative contract reached in June with the National Railway Labor Conference, the bargaining arm for management.

Meanwhile, mediators continue to hold talks with 12 other U.S. rail unions. A new three-year labor contract between the UTU and Conrail, which extends through June 1988, has been ratified.

In Canada, the two principal railroads also are facing labor problems because their talks with the nation's unions have broken down. Negotiations between the railroads—privately owned CP Rail and government-owned Canadian National Rail—and the unions are in the conciliation stage.

If the parties are not able to reach agreement, the Canadian Labor Code has a requirement that before a lockout or strike could occur, certain steps must be exhausted, including requesting conciliation. This could take from 60 to 90 days from the time conciliation is requested. □

Conrail sale falters

The proposed sale of the federal government's 85 percent share of Consolidated Rail Corp. to the Norfolk Southern Corp. for $1.2 billion has been stalled by a variety of factors: government inertia, a rival offer from investors organized by Morgan Stanley & Co. and opposition from Conrail's management, and unions, several other railroads and some states. Antitrust questions are the central stumbling block.

Norfolk Southern said recently that if there is no "substantial progress" by the end of the year, it would consider withdrawing its offer. □

Newsprint

Price hikes still stalled

Attempts by newsprint mills to raise their prices continue to fail.

The newsprint glut, which experts say is responsible for the price stability, has forced some companies to close several of their mills temporarily. Also, many newsprint companies are continuing to offer sizable discounts, with Western mills being the latest to do so.

So far this year, the suppliers have made seven unsuccessful attempts to raise prices above the current, predominant price of $535 per metric ton. The latest occurred in August when Abitibi-Price Inc., Champion International Corp., Kimberly-Clark Corp., Bowater Inc. and other manufacturers informed their customers that prices would not be increased Sept. 1 as scheduled [presstime, Aug. 1985, p. 58].

Unlike previously announced postponements, this one did not carry with it a future price-hike date.

"The earliest there can be an effective price increase is the second quarter of next year," said Brian F. Topp, a forest products analyst with the Toronto brokerage firm of Bell Gouinlock Ltd. "It's conceivable it may be longer than that."

Topp said the currencies of some foreign countries that supply newsprint to North American markets soon may be devalued, which along with other factors could add pressure to keep prices at $535 per metric ton. In fact, Topp believes the base price may decrease to $500.

"The longer you go on with the market conditions that exist today," he said, "the more difficult it will be to raise prices." □

Research group adds biotechnology wing

The Pulp and Paper Research Institute of Canada, a research group for the forest products industry, has added a new wing dedicated to biotechnology research to its main laboratory in Pointe Claire, Quebec.

The staff of the new 10,000-square-foot facility will seek to improve the properties of pulp by treating it with enzymes derived from fungi, according to Henry I. Bolker, PPRIC's director of research. Because of the delicate work involved in enzyme research, he said, the new wing was needed.

"Biotechnology requires some special equipment and facilities," Bolker said.

Laboratory experiments have proved that enzymes can be used to improve the color of the discharge from kraft pulp mills and to strengthen and brighten pulp fibers, Bolker said. But scientists know little about how these enzymes actually work or about the basic chemistry of pulp. The five scientists among the 12-member staff at the new facility will be working to answer these questions, he said.

"That's why we're establishing this research program now," Bolker added. "We have a long way to go, and we're not looking for answers tomorrow."

Although the term "biotechnology" has been applied to the facility's activities, in fact PPRIC was working in the discipline long before that term became a "buzzword." Its researchers have succeeded in fermenting waste liquor from the pulp and paper manufacturing process to yield yeast and alcohol and in cleaning byproducts out of effluents discharged from mills.

The Canadian federal government provided $2 million to build the facility. PPRIC's operating expenses are paid by its 60 member companies. □

NEWSPRINT NOTES

• The Graphic Communications Association, an affiliate of Printing Industries of America, has published "Specification EMBARC, Electronic Manifesting and Bar Coding of Paper Stock Shipments."

The book provides information on recently established **EMBARC standards,** to which ANPA contributed [presstime, April 1985, p. 56].

The book is available to non-PIA members for $120 per copy ($60 per copy for orders of 50 or more) from the Graphic Communications Association, 1730 N. Lynn St., Suite 604, Arlington, Va. 22209-2085.

• Technidyne Corp., a manufacturer of newsprint instrumentation based in New Albany, Ind., will conduct a **seminar** Oct. 22 on "measurement and control of the optical properties of newspapers" at the Sheraton International Conference Center in Reston, Va.

A tour of The Newspaper Center, two blocks from the Sheraton, will follow.

There is no charge or preregistration.

Newsprint being used by newspapers at record pace

U.S. daily newspapers appear to be on their way to setting a new record in annual newsprint consumption.

For the eighth straight month of 1985, they used more newsprint in August than they did in the same month a year earlier.

According to preliminary estimates, consumption was 703,110 metric tons—up 2.6 percent from August 1984. This brought the year's total to more than 5.6-million tons, an increase of 4.1 percent from the same period in 1984, when newspapers over the 12 months consumed a record 8,531,857 tons.

In contrast, newsprint consumption by all U.S. users decreased 1.1 percent in August compared with August 1984. For the first eight months, consumption was 1.2-percent higher than for the same period last year.

Newsprint inventories of newspapers in ANPA's statistical sample at the end of August averaged 48 days—the same level as a year earlier.

The August operating rate for Canadian mills was 94 percent, and for U.S. mills it was 89.9 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	July 1985(r)	July 1984	% Change
Northeast	163,157	153,979	+6.0
North Central	143,526	139,679	+2.8
South	214,594	211,596	+1.4
West	151,304	157,113	-3.7
Circulation size			
up to 25,000	56,766	44,163	+28.5
25,001-100,000	136,581	116,571	+17.2
Over 100,000	479,234	501,633	-4.5
July totals	672,581	662,367	+1.5
Seven-month totals	4,943,315	4,739,533	+4.3
Region	**August 1985(p)**	**August 1984**	**% Change**
Northeast	169,937	161,301	+5.4
North Central	149,781	148,600	+0.8
South	227,305	220,287	+3.2
West	156,087	155,259	+0.5
Circulation size			
up to 25,000	59,504	46,036	+29.3
25,001-100,000	143,274	123,901	+15.6
Over 100,000	500,332	515,510	-2.9
August totals	703,110	685,447	+2.6
Eight-month totals	5,646,425	5,424,980	+4.1

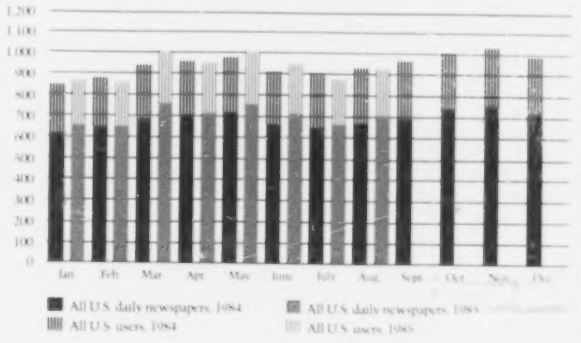
Estimated consumption of all U.S. users

	1985	1984	% Change
June totals	964,000(r)	916,000	+5.2(r)
July totals	891,000(r)	913,000	-2.4(r)
August totals	939,000(p)	950,000	-1.2(p)
Eight-month totals	7,502,000(p)	7,416,000	+1.2(p)

Production

	Canada	U.S.A.	North America
August 1985	767,149	414,007	1,181,156
August 1984	775,291	426,033	1,201,324
Decrease	-8,142	-12,026	-20,168
	-1.1%	-2.8%	-1.7%
Eight months 1985	6,059,558	3,316,834	9,376,392
Eight months 1984	5,979,305	3,377,694	9,356,999
Increase or decrease	+80,253	-60,860	+19,393
	+1.3%	-1.8%	+0.2%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1985	930,211	45(r)	7
June 1984	872,610	40	8
July 1985	962,003	46(r)	6
July 1984	954,805	43	8
August 1985	971,587	43	5
August 1984	950,624	43	5
Canadian mills			
August 1985	389,799	--	--
August 1984	325,786	--	--
U.S. mills			
August 1985	85,493	--	--
August 1984	61,211	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1985	566,396	81,733	94,006	742,135
August 1984	548,737	79,296	123,770	751,803
Eight months 1985	4,402,485	671,770	881,400	5,955,655
Eight months 1984	4,370,513	702,342	883,647	5,956,502
Increase or decrease	+31,972	-30,572	-2,247	-847
	+0.7%	-4.4%	-0.3%	-0.01%
From U.S. mills				
August 1985	390,674	----	21,344	412,018
August 1984	396,569	----	19,999	416,568
Eight months 1985	3,113,698	----	176,816	3,290,514
Eight months 1984	3,242,915	----	174,274	3,417,189
Increase or decrease	-129,217	----	+2,542	-126,675
	-4.0%	----	+1.5%	-3.7%
From North American mills				
August 1985	957,070	81,733	115,350	1,154,153
August 1984	945,306	79,296	143,769	1,168,371
Eight months 1985	7,516,183	671,770	1,058,216	9,246,169
Eight months 1984	7,613,428	702,342	1,057,921	9,373,691
Increase or decrease	-97,245	-30,572	+295	-127,522
	-1.3%	-4.4%	+0.03%	-1.4%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Gannett moves to meet cross-ownership rules

Gannett Co.'s forthcoming sale of broadcast properties will remove any federal barriers to keeping its daily newspapers in Tucson and Pensacola, Fla., as well as The Detroit News, a newspaper it will acquire under a friendly agreement to buy the Evening News Association.

Gannett said it plans to sell several ENA broadcast properties, including a television station in Tucson, two radio stations in Detroit and a TV station in Mobile, Ala., whose signal reaches Pensacola. Because Gannett already owns the Tucson Citizen and The Pensacola News-Journal, it could have faced conflicts under federal rules banning cross-ownership of media in the same area.

ENA shareholders must approve the purchase.

During bidding for ENA [presstime, Sept. 1985, p. 61], Gannett emerged the victor Aug. 29 with its $717 million offer.

Federal cross-ownership rules recently led Capital Cities Communications to sell two New Jersey newspapers—The Daily Register of Red Bank-Shrewsbury and the semi-weekly Ocean County Reporter of Toms River—to Price Communications for $7.5 million. The newspapers are within the viewing range of a New York City television station that Capital Cities will own after completion of its purchase of ABC [presstime, April 1985, p. 11].

Other media companies affected by current cross-ownership situations include the New York Post, the Chicago Sun-Times and the Daily News of Los Angeles [presstime, June 1985, p. 94].

Also on the financial front:

- Shareholders of Multimedia Inc. Sept. 20 overwhelmingly voted for a $890-million recapitalization plan. The plan must be approved by a state court in Greenville, S.C.

If the court gives its approval, the Multimedia stock owned by Jack Kent Cooke, who made a bid for the company [presstime, Aug. 1985, p. 60], can be bought by MM Acquiring Corp.—the acquisition vehicle owned by senior managers and founding families.

Once that happens, MM Acquiring will then merge with Multimedia, said Donald J. Barhyte, chief financial officer of Multimedia. The new entity will redeem old stock and issue new shares, he said.

- Directors of Freedom Newspapers Inc. Aug. 30 rejected the bid of Harry H. Hoiles to acquire 100 percent of the family-owned firm for more than $900 million. Hoiles owns about one-third of the Santa Ana, Calif.-based newspaper and broadcasting company.

D. Robert Segal, Freedom's president and chief operating officer, said the board also passed a resolution to the effect that the other owners "were not interested in selling their stock at any price."

Hoiles, the son of Freedom founder R.C. Hoiles and a former vice chairman of the board, was considering "ways to pursue the offer or other alternatives," according to a public relations firm representing him [presstime, May 1982, p. 59].

- Investors secured a 45-day option to buy the cash-poor St. Louis Globe-Democrat, which is owned by publisher Jeffrey M. Gluck and his wife. The option expires Oct. 25. As part of the agreement, the investors advanced $100,000 to meet the newspaper's payroll Sept. 6 [presstime, Sept. 1985, p. 59].

- Southam Inc. and Torstar Corp., two of Canada's biggest newspaper companies, announced a swap of substantial amounts of each other's stock. The exchange will give Southam a 30-percent interest in Torstar and Torstar 20 percent of Southam. The deal makes Torstar the largest stockholder in Southam, which had been the focus of widespread investor interest. Each company will have two directors on the other's board. □

ADVERTISEMENT

The London Free Press

JAMES E. ARMITAGE

The Board of Directors of The London Free Press is pleased to announce the appointment of Mr. James E. Armitage as President and Associate Publisher of The London Free Press and his election to the Board of Directors of the company.

Mr. Armitage succeeds Mr. C. Robert Turnbull who retired on August 31, 1985 after a distinguished 45-year career with the newspaper.

Mr. Armitage is a B.A. (Economics) graduate of the University of Western Ontario and an M.B.A. graduate of Stanford University. He joins the company following several years experience as a management consultant, primarily in the Canadian daily newspaper industry. As well, he has held operating management positions in both Canada and the U.S.

His appointment was effective September 1, 1985.

Another USA Today relative is living in Florida

Even before USA Weekend made its debut, another cousin of USA Today was born in Florida.

Florida Today is the new name for Gannett Co.'s daily newspaper in Cocoa, which until Aug. 28 had been called Cocoa Today. Florida Today has more color and staff and a publisher, Frank J. Vega, who previously was vice president for distribution at USA Today.

Florida Today has expanded state coverage and deemphasized national and international news.

To tie its national and Cocoa papers together, Gannett in mid-September began providing Florida Today subscribers with six weeks of free copies of USA Today. Later, a package of the two papers will be offered at a discount, Vega said.

The changes touched off speculation that Gannett might be considering a link between USA Today and newspapers in the 33 other states where it publishes dailies. Allen H. Neuharth, Gannett's chairman, said, "We have an experiment going on in Florida. I consider it an R&D project."

As for USA Weekend, 255 newspapers distributed the first issue, compared with 268 for its Sunday magazine competitor, Parade. Before Gannett bought Family Weekly and turned it into USA Weekend, Parade was picked up by only half that many papers [presstime, Aug. 1985, p. 61]. Parade's circulation climbed 18 percent to 29.8 million.

John Thompson, USA Weekend general manager, said the Gannett supplement lost "more than 160" newspapers that "tended to be smaller papers" and picked up 62. Circulation for the first issue, dated Sept. 8, was 12.6 million, he said. Family Weekly appeared in 362 papers with circulation of 12.8 million. □

Military press pool covers Sept. 19 event without leaks

A press pool was activated Sept. 19 to cover a military operation and, unlike an earlier experiment, this time the mission was carried out in secret.

In the Sept. 19 operation, 12 members of the news media were flown to Fort Campbell, Ky., to witness a mock invasion of a Marxist country where American hostages had been taken after the government's collapse. The pool included Washington, D.C.-based reporters and photographers from the Associated Press, United Press International, Newhouse Newspapers, the Los Angeles Times and Newsday of Long Island, N.Y.

Defense Secretary Caspar W. Weinberger said at a subsequent news conference that there will be more tests of the system, which was devised after the press was excluded from the U.S. invasion of Grenada two years ago.

Air Force Col. Robert J. O'Brien Jr., the Pentagon's deputy assistant secretary of defense for public affairs, said the operation was a "marked improvement" over the first test last April. In that test, representatives of eight news organizations were flown to Honduras to observe an amphibious exercise. Word of the pool leaked out before its members departed Andrews Air Force Base outside Washington [presstime, July 1985, p. 58]. □

NNA looks forward to 'continued growth'

As the National Newspaper Association celebrated its 100th anniversary, its new president said the outlook is for "continued growth."

Five years ago, the organization of more than 5,000 weekly and smaller daily papers was "virtually bankrupt," recalled James L. Pate, publisher of The Madill (Okla.) Record. "That is no longer the case. We are financially very strong," he said.

Pate was installed as president during NNA's Centennial Convention and Trade Show Sept. 17-21 in Minneapolis.

He told presstime that he looked forward to working with ANPA and its Postal Committee and staff. "We realize we hit a little bump in the road here recently on the postal matters," said Pate, referring to the split between NNA and ANPA on the issue of newspapers' use of second-class mail for total-market-coverage programs. "We feel that that's behind us, or at least I do." □

NEWSPAPER BUSINESS NOTES

• The **future of the Columbus (Ohio) Citizen-Journal looked grim** following Scripps Howard's announcement Sept. 11 that negotiations to sell the newspaper to Equity Planning Corp., an Ohio financial investment firm, had ended.

Although Scripps Howard President Lawrence A. Leser said the company is "continuing to pursue other possibilities concerning the future" of the Citizen-Journal, the paper's editor, Richard R. Campbell, informed his staff Sept. 16 he believes the paper will close.

Dec. 31 is the expiration date for the joint operating arrangement between the Citizen-Journal (morning, 119,150 circulation) and the Columbus Dispatch (evening, 204,705) [presstime, Aug. 1985, p. 16].

• **United Press International** in late September was evaluating "numerous expressions of interest from various parties" received earlier in the month for the wire service's purchase.

UPI would not comment on the identities of those expressing interest. But The New York Times reported the parties included more than 16 firms and individuals ranging from big communications concerns to former Central Intelligence Agency officials.

One of the parties was the Wire Service Guild, under an arrangement in which the Guild or UPI's approximately 750 Guild employees could form a partnership with a new owner [presstime, Sept. 1985, p. 60].

In a related development, U.S. Bankruptcy Court Judge George F. Bason gave the wire service until March 26 to submit a reorganization plan under the federal bankruptcy code.

• A **demonstration period for AD/SAT**, the proposed network for satellite delivery of national advertising to newspapers, has been delayed because project planners are still seeking financing. A demonstration had been scheduled for this year, with commercial service to follow in 1986.

The test will involve 12 newspapers in 10 plants in nine cities, and four New York ad agencies [presstime, July 1985, p. 48].

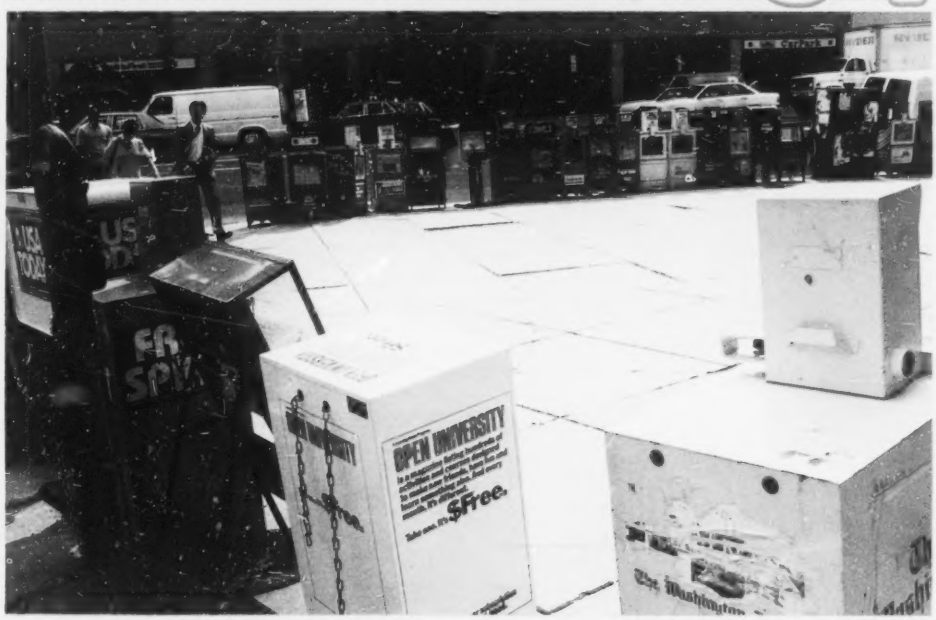
Scripps Howard has acquired Hillsborough Community Publications (9 weeklies and shoppers in the Tampa Bay area) and the Southeast Group of Hearst Community Newspapers (13 publications in the Los Angeles area) from Hearst Corporation.

We are pleased to have assisted Hearst Corporation in this transaction.

Lee Dirks & Associates

313-259-0080

over-set



Alan Tepper

There is no mistaking Washington, D.C., as the "news capital" of the world, with this array of 26 newsracks on the corner of 17th St. and Pennsylvania Avenue.

Student archaeologists dig up old news in Annapolis

Student archaeologists digging in Annapolis have unearthed within two blocks of the Maryland Statehouse what one expert calls a "uniquely large collection" of Colonial-era printing type. One of the 7,000-8,000 pieces apparently is a mock stamp that Jonas Green, publisher of the Maryland Gazette, printed on the front page of his newspaper to protest the British Stamp Act of 1765.

The stamp, called the Death Head stamp, is a hand-molded lead block bearing a skull and crossbones. Green published it instead of the required revenue stamp, which the British government imposed on American colonies.

Green was a commercial printer who had worked with Benjamin Franklin in Philadelphia before moving to Annapolis. In 1738, Green took over publication of the Gazette, which was founded in 1727 and now publishes on a twice-weekly schedule.

The Annapolis dig site is amid the ruins of Green's print shop on property still owned by descendants of Green, says Mark P. Leone, associate professor of anthropology at the University of Maryland and a coordinator of the dig.

Life imitates Art

Columnist Art Buchwald has established a $1,000 scholarship at the University of Southern California's School of Journalism for "the most promising student satirist." True to Buchwald form, however, the traditional rules for awarding scholarships don't apply.

For example, Buchwald says the student should be "anti-establishment and contemptuous of the scholarship." Moreover, "If the person is on probation for something he or she wrote, that should be considered a plus."

Buchwald, an alumnus of USC, says the recipient "doesn't even have to say thank you."

Afghanistanism

Concerned that the story about the war in Afghanistan is not being told, the U.S. government is putting up $500,000 for development of an Afghan "media service."

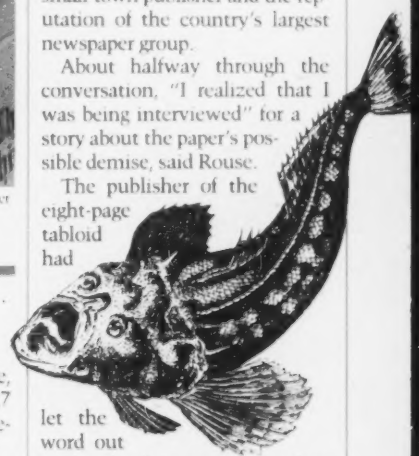
"The Soviets, unfortunately, have largely succeeded in their efforts of hiding that war," says Sen. Gordon J. Humphrey (R-N.H.), who proposed the service. It will be a part of the United States Information Agency.

"As a practical matter, it will involve the training of Afghan journalists and providing to them minicameras to take video footage of the war," he says.

Gannett didn't buy this one

When Gannett called, Paul O. Rouse thought he had found a buyer for the Fishrapper, his 10-year-old, 1,000-circulation weekly in Wheeler, Ore. That tells a lot about both the optimism of the small-town publisher and the reputation of the country's largest newspaper group.

About halfway through the conversation, "I realized that I was being interviewed" for a story about the paper's possible demise, said Rouse.



The publisher of the eight-page tabloid had let the word out earlier that he was going to shut down or sell the paper largely because of the financial battering he's been taking in recent years from skyrocketing postal rates (733 percent for in-county, 288 percent for regular second class) and—the final straw—a recent hike in his libel insurance rates (from $150 to $352) and in the insurance deductible (from $1,000 to $2,500).

The tough times angle was the reason for Gannett's call, and resulted in a story in the Sept. 16 edition of USA Today. Of course, the paper's colorful name didn't hurt USA Today's interest in the story either. The name alludes to what happens to yesterday's newspaper and the vogue word for chitchat, "rapping," Rouse explained.

In any event, Gannett didn't buy, and Rouse still plans to get out of the business one way or the other. And then? Well, his first plan is to do a book compiling about 530 pieces he has written in a Fishrapper column, "Filosofical Frog."

Weather or not

Maybe this correction run by The Washington Post Sept. 8 had something to do with a late-summer heat wave:

"Because of an editing error and the miracle of computer information storage, the list of temperatures and weather conditions in foreign cities that was printed Saturday, Aug. 31, was incorrect. It reflected data from a day last December, which had been retained for reference."

Newspaper numbers

55—number of U.S. cities where two or more separately owned daily newspapers are published (22 of them through joint operating arrangements).

8,531,857—number of metric tons of newsprint consumed by U.S. daily newspapers in 1984.

41,265,000,000—number of preprinted advertising inserts handled by U.S. daily newspapers in 1984.

3,603,390—number of miles delivery vehicles of The Idaho Statesmen of Boise were driven in 1984 without an accident.

5—number of strikes at North American newspapers in 1984.

Confab in field for city folks

How ya gonna keep 'em down on the farm, after they've seen Fargo?

William C. Marcil, president and publisher of The Forum in that North Dakota city, got several big-city newspaper executives onto a 320-acre soybean spread when his ANPA Executive Committee went north for a late-summer meeting.

Farmer-state legislator Jack Dalrymple (**in the photo at right**, wearing a hat) gave a guided tour to a group that included ANPA Treasurer Arthur Ochs Sulzberger (left), publisher of The New York Times, and Chairman and President Richard J.V. Johnson, president of the Houston Chronicle.

Sure must be important, whatever it is

Look at that cartoon about SRDS! Wait, isn't that another one? And another one?

People casually flipping through advertising and media trade magazines have come across what, on first glance, appear to be normal cartoons.

But they are, in fact, advertisements for SRDS—Standard Rate & Data Service Inc. of Wilmette, Ill., which publishes reference books that list the advertising rates of various media.

"Arnold, I know it means a lot to you, but a coffee table book it's not."

Launched in August, the ad campaign consists of drawings by nine cartoonists known for their work in The New Yorker magazine.

Most magazines are carrying the cartoons without labeling them as advertisements, according to Samuel P. Bradley, president of Bradley, Dimmock & Hungerford Inc., the New York City advertising agency that developed the ads for SRDS.

It would not bother him if publications felt it necessary to print an advertising disclaimer, says Bradley. "They are unabashedly advertisements for SRDS. We are not trying to pretend they are editorial."

But if the cartoons are misunderstood, it's all right with SRDS. It means SRDS is "big enough and important enough to make fun of," says account executive Nancy E. Hicks.

ANPA Calendar

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Hyatt Regency O'Hare, Chicago, Oct. 9

Newsprint Seminar sponsored by ANPA and the CPPA Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

Newspaper in Education Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Legal Affairs Committee meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA/American Bar Association Task Force meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Westin Hotel, Chicago, Oct. 30

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 31

ANPA Newspaper Health and Safety Symposium
New Orleans Marriott, Oct. 31-Nov. 1

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Pointe Claire, Quebec, Nov. 6

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

Management Skills for Newspaper Promotion Seminar sponsored by ANPA and the International Newspaper Promotion Association
Cathedral Hill Hotel, San Francisco, Nov. 18-20

ANPA Foundation/Business Council for Effective Literacy Print Subcommittee meeting
The Newspaper Center, Reston, Va., Nov. 20

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 6

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

ANPA News

New ANPA policies include one-year term for chairman

At its Sept. 12 meeting in Houston, the ANPA Board of Directors unanimously approved several changes in the traditional governance techniques of the Association.

The changes are designed to bring more newspaper executives into leadership roles.

Beginning with the election of new officers at the Convention in San Francisco April 21-23, 1986, the ANPA chairman and president and the ANPA vice chairman will serve a single one-year term rather than two such terms.

Other officers, who in the past have held their positions for various periods, likewise will serve only one year in each office. The new system also provides that the officers will move up the ladder in this order: treasurer, secretary, vice chairman, and chairman and president.

Previously, the only officer in direct line to the chairmanship was vice chairman.

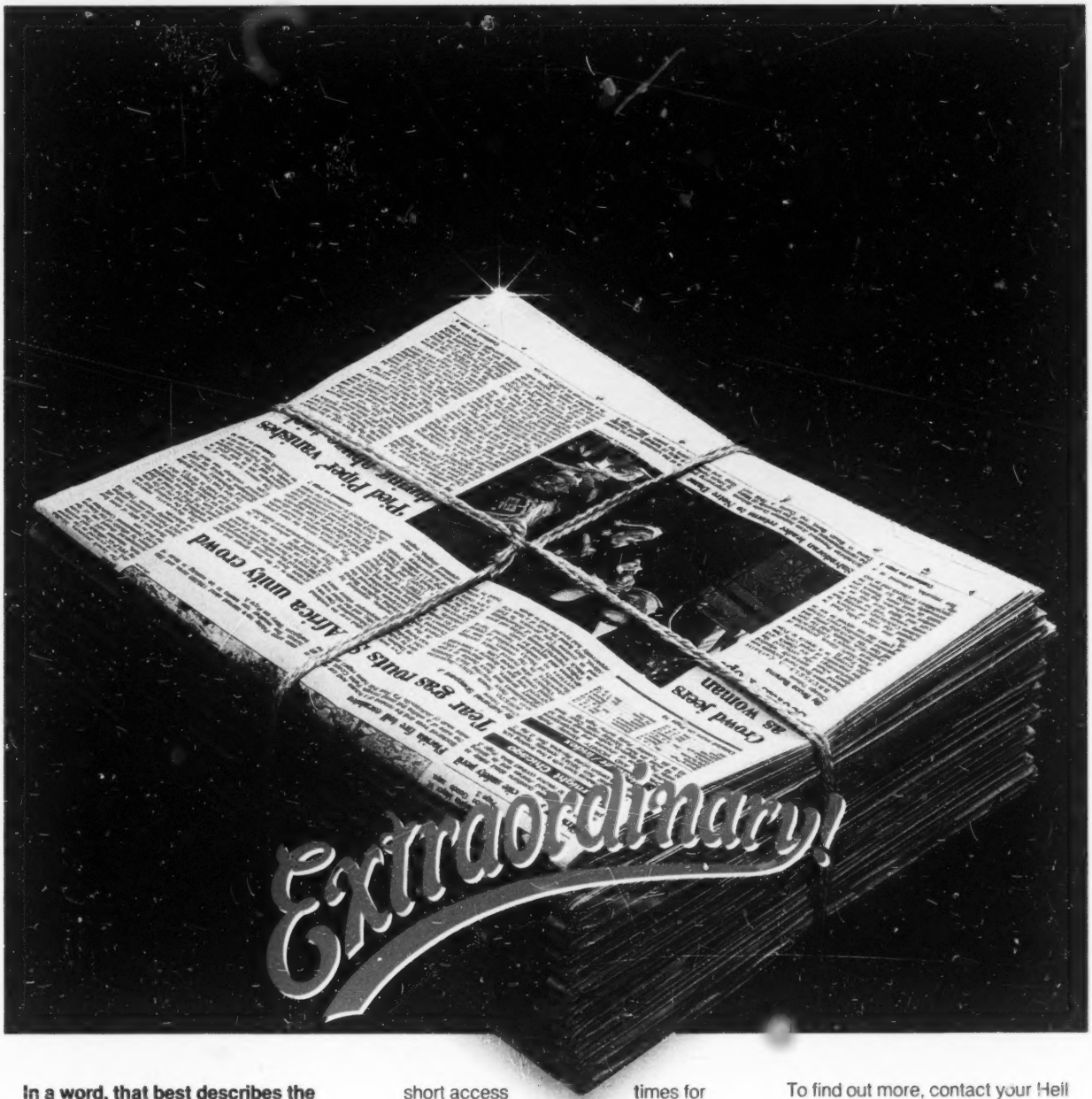
Under the new policy, the ANPA chairman and president will serve as chairman of the Executive Committee. In recent years, that position has been held by the immediate past chairman and president.

The new policy calls for the immediate past chairman and president to serve one more year on the Board, instead of two as has been customary, and to chair the Association's Nominating Committee.

That committee, which has enhanced responsibility under the new governance procedures, also will consist of the chairman and president, vice chairman and two non-officer members of the Board. It will nominate candidates for treasurer, directorships, the non-officer slots on the Nominating Committee, and ANPA Foundation trustees and officers.

Committee members named at the Board meeting in Houston were William C. Marcil of The Forum, Fargo, N.D., immediate past chairman and president; Chairman and President Richard J. V. Johnson of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc.; and Directors Edward W. Estlow of Scripps Howard and Edwin L. Heminger of The Courier in Findlay, Ohio.

To implement the changes, only one amendment to the ANPA by-laws was required. That amendment, providing a one-year term as director for the immediate past chairman and president, was approved unanimously by the Board. □



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